

Last revised on 31.03.2025

Chancery Limited, 10464824 (The Pregnant Man, us, we, the Service, The Agreement) respects the privacy of its users (“you”) and has produced this Privacy Policy to inform you of how we will protect your privacy.

The Privacy Policy outlines the information we collect, how the information is used, with whom it may be shared and your options regarding data use and collection. We strongly suggest you read this Privacy Policy before creating an account and using the Service provided by The Pregnant Man.

By using our application, website and or other online services (our Service), you are accepting the practices outlined in this Privacy Policy. All individuals have the right to object to the processing of their data at the point of first communication.

1. Information we collect from you

- We may or may not collect and store data in the form of personal information, sensitive data, your behaviour and other information provided by you. Users have the right to view and clear all data collected on The Pregnant Man in line with GDPR regulations, upon requesting to do so.
- Data collected upon signup is dependent on the process used to register for the service.
- Consent given serves as our lawful basis for data processing.
- In order to create an account and use the Service provided by The Pregnant Man we will ask you to use a valid email/mobile number to register. The registration process allows us to determine the actual identity, and contact information, of specific persons. These sign up and login inputs are collected and stored by The Pregnant Man until the account is deleted or upon death, if The Pregnant Man is notified. While using the Service provided by The Pregnant Man, users will be encouraged to continue sharing data on an optional basis and provide additional data which may include name, age, location, gender, nationality, religion and/or sexual orientation among other demographical identifiers. Users will be free to share or not share any and all data other than the sign up and login information. We may also collect your geolocation information with your consent. This data and information may be collected through a website, mobile application or other online services. If you give us permission to access your contacts, we will use this data to provide suggestions for people you may know within the app and may wish to follow. By using the Service, you grant us permission to gather, parse and retain data related to the provision of the service unless you remove this additional data through the Service. When you release your data to The Pregnant Man through our Service, the information may be sent to servers located across the world.

2. Cookies and use of cookies

When you visit our Service, we may assign your device one or more cookies or other technologies that facilitate personalisation to facilitate access to our Service and to personalise your experience. Through the use of a cookie, we also may automatically collect information about your activity on our Service, such as the pages you visit, the time and date of your visits and the links you click. If we advertise, we (or third parties) may use certain data collected on our Service to show you The Pregnant Man advertisements on other sites or applications.

3. How we use the information we collect

We may use information that we collect about you to:

- deliver and improve our products and services, and manage our business;
- manage your account and provide you with customer support;
- providing you with direct marketing information on offers, activities, events, promotions, products and services;
- securing a membership account as an account username;

- marketing products or services to you and others;
- perform research and analysis about your use of, or interest in, our or others' products, services, or content;
- communicate with you by email, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from us or other third parties;
- develop, display, and track content and advertising tailored to your interests on our Service and other sites, including providing our advertisements to you when you visit other sites;
- website or mobile application analytics;
- verify your eligibility and deliver prizes in connection with contests and sweepstakes;
- enforce or exercise any rights in our Terms of Use;
- obtain statistics on your voting behaviour and
- perform functions or services as otherwise described to you at the time of collection.

4. Data retention.

We keep your information only as long as we need it for legitimate business purposes and as permitted by applicable legal requirements. We store personal information in a variety of formats including on databases, cloud storage, in hard copy files and on personal devices including laptop computers. The security of your personal information is of paramount importance to us. We take all reasonable steps to protect the personal information we hold about you from misuse, loss, unauthorised access, modification or disclosure.

Personal information we hold that is no longer needed or required to be retained by any other laws, is destroyed in a secure manner, deleted or de-identified as appropriate.

You may clear all of your data at any time by requesting to do so under GDPR – primarily, but not limited to, 'the right to erasure.' You may withdraw consent for processing of data at any time. If you close your account, we may retain certain data for analytical purposes and record-keeping integrity, as well as to prevent fraud, enforce our Terms of Use, take actions we deem necessary to protect the integrity of our Service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties' policies. If you have any questions about this Privacy Policy, please contact us.

You can contact us by email at info@thepregnantman.co.uk.

By post: The Pregnant Man, 40 Chancery Lane, London, United Kingdom, WC2A 1JA.

We will contact you in English through your email, phone or home address. Please advise us if any of these changes.