

EU Data Act Disclosures – Oura Ring

This document provides information as required by the EU Data Act. This document complements, and should be read together with, the Oura [Privacy Policy](#) and [Terms of Use](#).

About the connected product and related service.

The Oura Ring (the “Ring”) is a consumer wearable device that measures physiological signals to deliver health and wellness insights through the Oura App (the “App”). The App is a “related service” that processes data generated by the Ring and user-provided inputs, and enables integrations you may choose to activate.

Nature and volume of data generated by the connected product and related service.

Oura processes both personal and non-personal data associated with the Ring and App, including health and wellness metrics, product status, and customer usage data. Please see the “Processed data and data source,” “Safeguarding your data,” and “Data sharing and transfers” sections of the Oura Privacy Policy for further information.

Actual volumes of data generated by the Ring and App can vary, depending on individual use, device settings, and enabled features.

Storage of the data.

Based on the specific use case, the Ring and App are capable of generating data in CSV, JSON, and PDF formats.

When worn and charged, the Ring measures signals continuously. Sync to the App generally occurs periodically rather than as a constant stream, depending on connectivity and individual settings. Certain UI elements and notifications in the App may update in near real time when Bluetooth is connected and when feasible.

The Ring may store limited data locally until it syncs with the App. When connected to the Internet, the App may store certain data on remote servers. The retention period for your data generally depends on the duration of your Oura account lifecycle. Your personal data will be deleted when it is no longer needed for the purpose for which it was originally collected, unless we have a legal obligation to retain data for a longer period of time. See the “Data Retention” section of the Privacy Policy for more detail.

Accessing, retrieving, and sharing your data.

Oura provides direct access to certain Ring data and insights through the Oura App. Within the App, you can view your daily and historical insights, measurements, and scores.

For retrieval, users can request export or deletion by sending an e-mail to dataprotection@ouraring.com or creating a ticket via the Help page on the Oura App. Please see the “Consumer Rights” section of the Privacy Policy for more information.

For sharing, you may also use built-in integrations by enabling them in the App and selecting the specific data types to share. You are in control of certain third-party sharing methods via the following:

- Partner integrations. You can enable integrations in the Oura App Settings (e.g., to Apple Health, Google Health Connect) and select the specific data types to share. You can revoke access at any time in the App or your device’s permissions.
- Oura Platform. Oura Platform is a service that allows you to share your Oura Ring data with your doctor, coach, trainer, employer, researchers, and/or any other person or entity with whom you choose to share your data after receiving an invitation to do so. If you consent, the specified data you sync will become available to the data recipient in Oura Platform. See the “Oura Platform” section of the Privacy Policy for more information.
- Third Parties. Under the Data Act, users may request that data holders make data available to third parties. You can request export by sending an e-mail to dataprotection@ouraring.com. Please note that sharing personal data with third parties may be limited due to legal obligations such as the GDPR.

Trade secrets and confidential information.

Oura protects trade secrets and proprietary information embedded in its products and services, including but not limited to algorithmic models, firmware, and security controls. While user-generated and user-related data are accessible to you as described above, certain datasets, metadata, diagnostics, and documentation may contain Oura trade secrets or confidential information. Where trade secrets are implicated in data access or sharing requests under the EU Data Act, Oura will apply the Act’s protections, including confidentiality safeguards and proportionality measures.

Data holder contact information.

Ouraring Inc. is the data controller of user personal data processed for marketing purposes. The controller of personal data processed for all other processing purposes is Oura Health Oy. Please find our contact details below:

Oura Health Oy
Address: Elektriikkatie 10, 90590 Oulu Finland
Data Protection Officer: dataprotection@ouraring.com

Ouraring Inc.
Address: 222 Kearny Street, 7th Floor, San Francisco, CA 94108 United States
Data Protection Officer: dataprotection@ouraring.com

Right to lodge a complaint.

Without prejudice to other rights under the EU Data Act and applicable privacy laws, users have the right to lodge a complaint with their competent authority if they believe that obligations concerning access to and sharing of data under Chapter II of the EU Data Act have been infringed. We encourage you to first contact Oura's Data Protection Officer at dataprotection@ouraring.com.

Contract duration and termination.

Your contract with Oura is governed by the Terms of Use. You may cancel your Oura subscription or request account deletion as set forth in the "Termination; Cancellation" section of the Terms of Use.