



Joy Privacy Policy

Last updated: March 2026

1. Introduction

This Privacy Policy explains how Feel Joy Limited, trading as Joy (“we”, “us”, or “our”), collects, uses, and protects your personal data when you use our website and services. We are committed to protecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR), the EU General Data Protection Regulation (EU GDPR), and the Data Protection Act 2018.

By using our services, you acknowledge that you have read and understood this Privacy Policy.

2. Who We Are

Feel Joy Limited is the data controller responsible for your personal data. Feel Joy Limited is a company registered in England and Wales. If you have any questions about this policy or how we handle your data, please contact us at hello@feeljoy.ai.

3. Personal Data We Collect

3.1 Information You Provide

This includes your name, email address, and any other information you provide when creating an account, making enquiries, or subscribing to our services.

3.2 Information Collected Automatically

When you use Joy, we automatically collect certain technical information including your IP address, browser type, operating system, and information about how you interact with our services.

3.3 Special Category Data

Joy processes data that relates to your physical and mental wellbeing. This includes:

- Energy levels you report through your daily check-in
- Stress, load and capacity data inferred from your calendar, connected integrations, and how you interact with Joy
- Mood data derived from stress and energy data, and how you interact with Joy

This data is used exclusively to build your User Capacity Model: a personalised picture of how you work and feel, to help Joy sort better days for you. This data is never shared with your employer, third parties, or any other user.

We process this data only with your explicit consent. You can withdraw this consent at any time by deleting your account or contacting us at hello@feeljoy.ai. Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal.



3.4 Usage and Interaction Data

We collect data on how you interact with Joy, including tasks you create, schedule, complete, or defer, and patterns in how you use the product. This data feeds your User Capacity Model and helps us improve Joy for all users on an anonymised, aggregate basis.

4. Legal Basis for Processing

We process your personal data on the following legal bases:

Contractual necessity: To provide our services and fulfil our obligations to you.

Explicit consent: For special category data relating to your energy, stress, mood, and capacity. You may withdraw this consent at any time.

Legitimate interests: To improve our services and understand how Joy is used, where these interests do not override your rights.

Legal obligation: To comply with applicable laws and regulations.

5. How We Use Your Data

We use your personal data for the following purposes:

- To provide and maintain Joy and fulfil our obligations to you
- To build and refine your User Capacity Model so Joy can sort better days for you
- To improve Joy's underlying models using anonymised, aggregate data across all users
- To personalise your experience based on your individual patterns and history
- To communicate with you about your account and provide support
- To send marketing communications where you have consented
- To comply with legal obligations

6. How We Use Your Data to Improve Joy

6.1 Personalised Learning

Joy learns from your individual data to get better for you over time. Your User Capacity Model improves as Joy observes your patterns, rhythms, and what makes your days work. This data is linked to your account and used only to improve your personal experience.

6.2 Anonymised Aggregate Learning

Joy also learns from patterns across all users on an anonymised, aggregate basis. No data used in this way can be traced back to you as an individual. This learning helps us improve Joy's underlying models for everyone.

6.3 B2B Capacity Signal



Where Joy is used in a business context, we may provide the organisation with an anonymised, aggregate daily signal reflecting collective capacity patterns across their team. This signal contains no individual data and cannot be used to identify any specific person. Individual user data is never shared with employers or organisations under any circumstances.

7. Automated Decision-Making

Joy uses automated processing to suggest how your day could be structured, based on your User Capacity Model and the tasks and commitments you have added. This is called Sort.

Sort proposes a day. You decide whether to accept it, adjust it, or build your own day from scratch. Joy never makes decisions on your behalf without your confirmation. You are always in control.

Where Joy flags that something is beyond your daily capacity, this is a nudge, not a block. You can proceed however you choose.

Under UK GDPR and EU GDPR Article 22, you have the right to request human review of any automated processing that significantly affects you. To exercise this right, contact us at hello@feeljoy.ai.

8. Data Sharing and Third Parties

We may share your personal data with trusted third parties who assist us in operating Joy. These include service providers for hosting, email delivery, and customer relationship management. All third parties are required to protect your data and may only process it for the purposes we specify.

We will never sell, distribute, or share your personal data with third parties for their own purposes without your explicit consent or unless required by law.

We will never share your personal data, including your energy, stress, mood, load or capacity data, with your employer or any organisation, regardless of whether they ask or are willing to pay for it.

9. Legal Demands for User Data

If Joy receives a legal demand for your personal data from a government authority, law enforcement agency, or court, we will notify you where we are legally permitted to do so. We will not share more than is legally required. We will not share data beyond the minimum required by any legal order.

10. International Data Transfers

Where we transfer your personal data outside the UK or European Economic Area (EEA), we ensure appropriate safeguards are in place. These may include the UK International Data Transfer Agreement, EU Standard Contractual Clauses, adequacy



decisions, or other approved transfer mechanisms. You may request further information about these safeguards by contacting us at hello@feeljoy.ai.

11. Data Retention

We retain your personal data only for as long as necessary. Our standard retention periods are:

- Account data: retained for the duration of your account, plus 12 months after closure
- User Capacity Model data: retained for the duration of your account to support personalised learning, then permanently deleted or anonymised within 30 days of account closure
- Anonymised aggregate data: retained indefinitely as it cannot be used to identify individuals

When data is no longer required, it is securely deleted or anonymised.

12. Your Rights

Under UK GDPR and EU GDPR, you have the following rights:

Right of access: You can request a copy of the personal data we hold about you.

Right to rectification: You can request correction of inaccurate or incomplete data.

Right to erasure: You can request deletion of your data in certain circumstances.

Right to restrict processing: You can request that we limit how we use your data.

Right to data portability: You can request a copy of your data in a structured, machine-readable format.

Right to object: You can object to processing based on legitimate interests or for direct marketing.

Right to withdraw consent: Where processing is based on consent, including special category data, you can withdraw it at any time.

Rights related to automated decision-making: You have the right to request human review of automated processing that significantly affects you.

To exercise any of these rights, contact us at hello@feeljoy.ai. We will respond within one month.

13. Cookies

Joy uses cookies and similar technologies on our website. Cookies are small text files stored on your device that help us understand how you use our site and improve your experience.

13.1 Types of Cookies We Use

Strictly necessary cookies: Required for the website to function. These cannot be disabled.



Analytics cookies: Help us understand how visitors use our site. We use this data in aggregate and anonymised form only. These are only set with your consent.

Preference cookies: Remember your settings and choices. These are only set with your consent.

13.2 Managing Your Cookie Preferences

When you first visit our website, you will be asked to set your cookie preferences. You can update these at any time through your browser settings or by contacting us at hello@feeljoy.ai. Disabling analytics or preference cookies will not affect your ability to use Joy.

14. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These include encryption, access controls, and regular security assessments.

No method of transmission over the internet is completely secure. We cannot guarantee absolute security, but we take our obligation to protect your data seriously.

15. Complaints

If you have concerns about how we handle your personal data, please contact us first at hello@feeljoy.ai so we can address your concerns directly.

You also have the right to lodge a complaint with the relevant supervisory authority. In the UK, this is the Information Commissioner's Office (ICO) at ico.org.uk. For EU residents, you may contact your local data protection authority.

16. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our website and, where appropriate, by email. The date at the top of this policy reflects when it was last updated.

17. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, contact us at hello@feeljoy.ai.

Feel Joy Limited is committed to operating in accordance with the Joy Code, published at feeljoy.ai/joy-code.