



PRIVACY POLICY

Effective Date: 1st August 2026

At 63°, privacy is part of trust.

63° publishes and creates experiences around health, food, movement, mind, relationships, beauty, travel, lifestyle and the many things that shape how we live. Some of those subjects can be deeply personal. We therefore believe that understanding what someone chooses to read should never become an excuse to make assumptions about who they are.

Reading an article about anxiety does not mean you have anxiety. Reading about fertility does not reveal your fertility status. Reading about a health condition does not mean you have that condition. Interest is not diagnosis, and curiosity is not identity.

This Privacy Policy explains how 63° (“63°”, “we”, “us” or “our”) collects, uses, shares, stores and otherwise processes personal information when you visit our website, subscribe to our communications, interact with our content or, where available, use our products, accounts, events, communities, commerce or other services.

Together, these are referred to in this Privacy Policy as the “Services”.

We have written this Policy to support 63° as it grows while remaining clear about the distinction between the Services available today and features that may be introduced in the future. Where this Policy refers to a product, account, advertising feature, membership, transaction, event or other service that 63° has not yet introduced, that provision will apply only if and when that feature becomes available and you interact with it.

Our approach is guided by principles. We aim to collect what we reasonably need, use it for legitimate and clearly understood purposes, protect it appropriately, retain it only for as long as reasonably necessary and give you meaningful choices about how your information is used.

For users in Nigeria, our processing is governed by the Nigeria Data Protection Act 2023, applicable regulations and guidance issued by the Nigeria Data Protection Commission and other applicable law. Depending on where you are located and how you interact with 63°, other privacy laws may also apply.

Please read this Policy carefully.

1. WHO THIS POLICY APPLIES TO

This Privacy Policy applies when you interact with 63° through our website, newsletters, emails, social or digital experiences operated by us and any other Service that links to this Policy.

It may also apply, where relevant, when you create an account, register for an event, enter a competition, participate in a survey or research initiative, communicate with us, purchase something from us, use a membership or subscription service, participate in a 63° community, or otherwise provide personal information to us.

This Policy does not govern the independent privacy practices of websites, applications, social networks, retailers, research databases, medical organisations or other third parties to which 63° may link. Those organisations are responsible for their own privacy practices.

2. OUR PRIVACY PRINCIPLES

We believe privacy policies should tell people more than what a company is legally permitted to do. They should explain how the company intends to behave.

When we process personal information, we aim to ensure that it is handled fairly, lawfully and transparently; collected for specific and legitimate purposes; relevant and proportionate to those purposes; accurate where necessary; retained for no longer than reasonably required; and protected using appropriate organisational and technical safeguards.

These principles reflect the framework of the Nigeria Data Protection Act and the NDPC's current approach to fair, lawful, transparent and accountable processing.

We also apply an additional principle that matters particularly to 63°.

The content you consume should not automatically become a conclusion about you.

63° covers subjects that can touch health, identity, relationships, finances, family, mental wellbeing and other personal areas of life. We will not treat the mere fact that you read particular editorial content as establishing a sensitive fact about your health, identity or circumstances.

3. INFORMATION WE MAY COLLECT

The information we collect depends on how you interact with 63°.

- **Information you choose to give us.**

You may provide information directly when you subscribe to a newsletter, create an account, contact us, register for an event, enter a competition, complete a survey, participate in a community, make a purchase or otherwise interact with the Services.

Depending on the interaction, this may include your name, email address, telephone number, country or region, age or age range where appropriate, account credentials, communication preferences, professional information, delivery information, billing information, event registration information, survey responses or information contained in communications you send to us.

We do not require you to provide more information than is reasonably necessary for the relevant interaction.

- **Information generated when you use 63°**

When you visit or use our digital Services, certain technical and usage information may be collected automatically.

This may include your IP address, browser and device type, operating system, language settings, approximate location derived from your IP address, referring website or source, pages viewed, articles read, links clicked, session duration, date and time of access and information about how you navigate or interact with the Services.

Depending on your settings and applicable law, some of this information may be collected through cookies, pixels, software development kits and similar technologies.

- **Information relating to transactions**

If 63° offers paid products, memberships, subscriptions, tickets, merchandise or other commerce, we may collect information necessary to administer the transaction.

Payment-card information may be collected and processed directly by an independent payment provider rather than 63°. Where that occurs, 63° may receive transaction information such as confirmation of payment, amount, currency, transaction reference and limited billing information without receiving your complete card details.

- **Information we receive from others**

We may receive information from service providers and partners that help us operate 63°, including analytics providers, email and communications platforms, payment providers, advertising partners, commerce providers, event platforms, social networks or other services with which you choose to interact.

Where lawful and appropriate, we may combine that information with information already held by 63° to operate or improve the Services.

4. WHAT WE DO NOT WANT TO KNOW UNNECESSARILY

63° is a health and lifestyle media platform. That does not mean we need your medical record.

Unless a particular Service expressly requires it and we have an appropriate lawful basis, we do not ask readers to provide diagnoses, medical histories, genetic information, biometric information or other sensitive health information simply to consume 63° editorial content.

If 63° later introduces a service that genuinely requires health information or another category of sensitive personal information, we will explain the processing clearly at the point of collection and obtain consent or rely on another appropriate lawful basis where required.

This Policy should not be interpreted as permission for 63° to collect sensitive information simply because the subject matter of our journalism concerns health or wellbeing.

5. HOW WE USE INFORMATION

We use personal information where reasonably necessary to provide, operate, secure, understand and improve 63°.

Depending on your relationship with us, this may include providing the Service you requested, delivering newsletters, administering accounts, processing transactions, responding to enquiries, providing customer support, managing events or competitions, remembering preferences, understanding how people use 63°, measuring the performance of our content, improving our website, recommending relevant content, developing new products or services, preventing fraud or misuse, maintaining security and complying with legal obligations.

Where permitted by law, we may also use information to communicate with you about new 63° content, products, events, experiences, partnerships or other developments that we believe may interest you.

We may analyse information in aggregated or de-identified form to understand audience behaviour, identify trends, conduct research, improve 63° or make business decisions. Where information has been genuinely anonymised so that it can no longer reasonably be linked to an identifiable person, it is no longer treated as personal information for the purposes of this Policy.

We will not use personal information for a materially incompatible purpose without an appropriate lawful basis and, where required, further notice or consent.

6. HOW WE THINK ABOUT PERSONALISATION

63°'s editorial promise is to make what is new, relevant and worth knowing clearer and more useful for real life.

As 63° develops, we may use information about how readers interact with the Services to make their experience more relevant. This could include remembering topics you have chosen to follow, recommending articles based on previous interactions or tailoring newsletters according to preferences you have expressly provided.

Personalisation should make 63° more useful. It should not require us to make intrusive assumptions about you.

We will not treat reading behaviour alone as evidence that you have a particular medical condition, sexual orientation, religious belief, political view or other sensitive characteristic.

We will not use inferred sensitive characteristics from your editorial reading history to determine your eligibility for employment, credit, insurance, housing, healthcare or other similarly significant opportunities.

Where personalisation requires consent under applicable law, we will seek it.

7. COOKIES AND SIMILAR TECHNOLOGIES

63° may use cookies and similar technologies to make our Services work, remember preferences, maintain security, understand how people use 63° and, where introduced, support personalisation, advertising, affiliate attribution and measurement.

Some cookies are strictly necessary for a website or digital service to function. Others may help us understand which stories are useful, how people discover 63°, whether pages perform properly and how readers navigate the platform.

Advertising and personalisation cookies, where used, may allow 63° or approved third parties to understand interactions with content or advertising.

Where applicable law requires consent before non-essential technologies are used, we will request that consent.

Where available, you can manage your preferences through our cookie-management tools. You may also be able to control cookies through your browser or device settings.

Rejecting or blocking certain technologies may affect the availability or performance of some features, but we will not make consent to non-essential cookies a condition of accessing ordinary editorial content where the law does not permit us to do so.

8. ANALYTICS

We may use analytics technologies to understand how 63° is being used.

Analytics can help us answer practical questions such as how readers discover an article, which topics attract sustained interest, whether a page loads properly, how people move through the site and which features should be improved.

Analytics providers may process technical and usage information such as device information, browser information, approximate location, IP address and interactions with the Services.

Where analytics require consent, they will operate subject to your choices.

Analytics help us understand our audience. They should not become a mechanism for unnecessarily identifying individual readers.

9. NEWSLETTERS, EMAILS AND OTHER COMMUNICATIONS

If you subscribe to a 63° newsletter or another communication, we will use the contact information you provide to deliver it.

Where permitted by law, we may also tell you about other 63° stories, newsletters, events, products or services that we think may be relevant to you.

Our communications technology may provide information about delivery, opens, clicks and other interactions. Where we use this information, it may help us understand whether our communications are useful and improve what we send.

You can unsubscribe from marketing communications at any time through the unsubscribe mechanism included in the relevant communication or by contacting us.

Unsubscribing from marketing does not necessarily prevent us from sending essential transactional, account, security or administrative communications relating to a Service you have requested.

10. ADVERTISING

63° may from time to time display advertising or work with advertising, sponsorship and marketing partners.

If advertising technologies are introduced, certain partners may process device, browser or usage information to measure campaigns, prevent fraud, limit repeated advertisements or, where permitted, deliver advertising based on interests.

We will provide appropriate notice and consent or opt-out mechanisms where required by applicable law.

Our readers' trust matters more than an advertising impression. We do not intend to use sensitive health information or sensitive characteristics inferred solely from the editorial content you read to target advertising at you.

Sponsored content, advertising and commercial partnerships are also subject to 63°'s editorial and disclosure standards.

11. AFFILIATE LINKS AND COMMERCE

63° may recommend or link to products, experiences, destinations, services or retailers.

Some links may be affiliate links. If you follow one of those links and make a purchase or complete another qualifying action, 63° may receive a commission or other benefit from the relevant partner.

Affiliate technologies may use cookies or similar identifiers to attribute a transaction to 63°.

Where appropriate, we will disclose material affiliate or commercial relationships.

Editorial judgement and commercial relationships are distinct. Payment, commission or commercial partnership should not determine what 63° concludes about the scientific evidence supporting a health or wellness claim.

If 63° operates its own commerce services, additional transaction-specific terms or notices may apply.

12. WHEN WE SHARE INFORMATION

We do not disclose personal information indiscriminately.

We may share information with organisations that perform services for 63°, such as website and cloud-hosting providers, security providers, analytics providers, newsletter and communications platforms, customer-support providers, payment processors, fulfilment providers, event platforms, professional advisers and other vendors reasonably necessary to operate our Services.

Where appropriate, these providers are required to process information only for authorised purposes and subject to contractual, confidentiality and security obligations.

Where advertising, affiliate or commercial services are introduced, we may also share or permit access to limited information by relevant partners where permitted by law and consistent with the choices available to you.

We may disclose information where reasonably necessary to comply with law, regulation, legal process or a lawful request from a competent authority; investigate fraud, misuse or security incidents; enforce our rights or agreements; protect the rights, safety or property of 63°, our users or others; or establish, exercise or defend legal claims.

If 63°'s business model ever changes in a way that materially changes how personal information is disclosed or monetised, we will update this Policy and provide any notice or choice required by law.

13. THIRD-PARTY CONTENT AND LINKS

63° journalism may link to scientific papers, journals, hospitals, universities, public-health bodies, experts, products, destinations, hotels, retailers, social networks and other third-party resources.

We link externally because good information should be traceable.

When you follow a third-party link, however, you leave the environment controlled by 63°. The third party may collect information under its own terms and privacy policy.

63° is not responsible for independent third-party privacy practices merely because we have linked to that organisation or resource.

We encourage you to understand the privacy practices of services with which you choose to interact.

14. EVENTS, SURVEYS, COMPETITIONS AND COMMUNITY EXPERIENCES

63° may host or participate in events, research, surveys, competitions, reader panels, communities or other experiences.

Where you choose to participate, we may collect information necessary to administer that experience, communicate with you, verify eligibility, conduct the relevant activity and fulfil any prize or benefit.

If information will be shared with a co-host, sponsor, research partner or another organisation for its independent use, we will provide appropriate notice where required.

Participation in optional surveys or research will ordinarily be voluntary.

If we introduce public comments, profiles or community areas, information you intentionally publish in those areas may be visible to other users or the public. You should therefore consider carefully before posting sensitive or identifying information publicly.

15. CHILDREN AND YOUNGER READERS

63° believes good health and lifestyle information should be useful across generations, and some of our editorial content may be relevant to teenagers and younger readers.

That does not mean we seek to collect children's personal information unnecessarily.

Our general Services are not intended to collect personal information from children below the age at which they may lawfully provide the relevant consent without the involvement of a parent or guardian.

Where we know that a Service is specifically directed to children or young people and personal information is required, we will design the experience with age-appropriate privacy protections and obtain parental or guardian authorisation where applicable law requires it.

We do not knowingly use children's personal information for targeted advertising in circumstances prohibited by applicable law.

If you believe a child has provided personal information to 63° inappropriately, please contact us so that we can investigate and take appropriate action.

16. SENSITIVE PERSONAL INFORMATION

Some personal information deserves greater protection because misuse could have particularly significant consequences.

Depending on applicable law, this may include information concerning health, genetics, biometrics, race or ethnicity, religion, sexual orientation, political opinions and other specially protected characteristics.

63° will only process sensitive personal information where there is a valid reason and an appropriate lawful basis.

Most importantly, what you read is not necessarily what you are.

Reading about depression does not mean you have depression.

Reading about fertility does not reveal whether you are trying to conceive.

Reading about menopause does not establish your age, sex or health status.

Reading about a particular religion does not establish your faith.

Reading about relationships does not establish your relationship status or sexual orientation.

Reading about diabetes does not mean you have diabetes.

63° will not treat your editorial reading history alone as establishing those facts about you.

If a future 63° product directly collects health or other sensitive information, we will provide additional information about that processing and obtain explicit consent or rely on another lawful basis where required.

17. OUR LAWFUL BASES FOR USING PERSONAL INFORMATION

We process personal information only where we have an appropriate lawful basis.

Depending on the circumstances and applicable law, that basis may include your consent; taking steps at your request before entering into a contract or performing a contract with you; compliance with a legal obligation; protection of vital interests; performance of a task carried

out in the public interest where applicable; or the legitimate interests of 63° or another person where those interests are not overridden by your rights and freedoms.

Our legitimate interests may include operating and improving 63°, protecting the security and integrity of our Services, understanding our audience, communicating appropriately with users, preventing fraud, developing our business and exercising or defending legal rights.

Where we rely on consent, you may withdraw it in accordance with applicable law.

Withdrawal does not retrospectively make processing that was lawful before withdrawal unlawful.

18. INTERNATIONAL DATA TRANSFERS

63° is built in Nigeria for a readership that may be anywhere.

Our website infrastructure, cloud providers, analytics services, communications platforms, payment providers and other technology partners may therefore process information in countries outside Nigeria or outside the country in which you live.

International transfers do not remove our responsibility to handle information appropriately.

Where applicable law requires safeguards before personal information is transferred internationally, we will use an appropriate legal mechanism. Under Nigeria's current framework, cross-border transfers may require an adequacy basis, an approved transfer instrument or another basis permitted under the Nigeria Data Protection Act and applicable NDPC guidance.

Where relevant, other recognised mechanisms may include contractual safeguards, adequacy decisions or legally permitted derogations.

19. HOW LONG WE KEEP INFORMATION

We do not keep personal information forever simply because storage is inexpensive.

Retention depends on why information was collected, how long it remains necessary for that purpose, the nature and sensitivity of the information, our relationship with you and any applicable legal, regulatory, accounting, tax, security or dispute-resolution requirements.

For example, newsletter information may be retained while you remain subscribed and for an appropriate period afterwards to honour your unsubscribe preference. Transaction records may need to be retained for legal, accounting or tax purposes. Security information may be retained for a period appropriate to detecting and investigating abuse.

When personal information is no longer reasonably required, we will take appropriate steps to delete it, anonymise it or securely isolate it from ordinary use, subject to applicable legal requirements.

20. HOW WE PROTECT INFORMATION

We use reasonable technical, organisational and administrative safeguards designed to protect personal information from accidental or unlawful destruction, loss, alteration, unauthorised disclosure, access or misuse.

Those safeguards may include access controls, authentication measures, vendor due diligence, contractual protections, secure infrastructure, internal procedures and other measures proportionate to the nature of the information and the risks involved.

No digital service can guarantee absolute security.

You should also protect your devices, passwords and account credentials and notify us if you believe an account or interaction with 63° has been compromised.

Where a personal-data breach occurs, we will investigate it and make notifications to affected individuals and competent authorities where required by applicable law.

21. YOUR RIGHTS

Privacy law may give you rights over your personal information.

The precise rights available depend on where you live, the law that applies and the circumstances of the processing.

These may include the right to be informed about processing; access personal information we hold about you; request correction of inaccurate or incomplete information; request deletion in qualifying circumstances; object to certain processing; request restriction of processing; withdraw consent; obtain certain information in portable form; and exercise rights relating to certain forms of automated decision-making.

The NDPC currently identifies rights under Nigeria's framework including rights to information, access, rectification, objection, restriction, portability, erasure, complaint and protection in relation to automated decision-making.

These rights are not absolute. Applicable law may permit or require us to retain or continue processing information in particular circumstances.

We may request information reasonably necessary to verify your identity before fulfilling a request. This helps prevent somebody else from using privacy rights to obtain your information.

22. YOUR RIGHTS IN NIGERIA

Where Nigerian data-protection law applies, 63° processes personal information in accordance with the Nigeria Data Protection Act 2023, applicable regulations, implementation directives and guidance of the Nigeria Data Protection Commission.

Subject to applicable conditions and exceptions, Nigerian data subjects may have rights concerning information, access, rectification, objection, restriction, portability, erasure, withdrawal of consent and certain automated decision-making.

You may also have the right to lodge a complaint with the Nigeria Data Protection Commission. The NDPC provides mechanisms for data subjects to exercise rights and seek regulatory recourse.

Nigeria Data Protection Commission

We would encourage you to contact 63° first where appropriate so that we have an opportunity to understand and address your concern, but doing so does not remove any right you have to approach a competent regulator directly.

23. EEA, SWITZERLAND AND UNITED KINGDOM USERS

Where the European Union General Data Protection Regulation, UK GDPR, Swiss data-protection law or related legislation applies to 63°'s processing, you may have additional rights.

Depending on the circumstances, these may include rights of access, rectification, erasure, restriction, portability and objection, rights relating to automated decision-making, and the right to withdraw consent where consent is the lawful basis for processing.

You may also have the right to complain to the competent supervisory authority in your jurisdiction.

Where 63° relies on legitimate interests, you may object to that processing in circumstances provided by law.

Where 63° processes personal information for direct marketing, you may object to that processing as provided by applicable law.

24. UNITED STATES PRIVACY RIGHTS

Privacy rights in the United States vary by state.

Where a US state privacy law applies to 63° and to a particular processing activity, residents may have rights that include access, correction, deletion, portability and the ability to opt out of certain targeted advertising, profiling, sales or sharing of personal information.

We will honour qualifying requests as required by applicable law and will not unlawfully discriminate against an individual for exercising an applicable privacy right.

Where legally required and technically applicable to our Services, we may recognise browser-based opt-out preference signals such as Global Privacy Control.

Nothing in this section should be read as stating that every US state privacy law applies to every 63° user or activity. Rights apply where the relevant legislation applies.

25. AUTOMATED DECISION-MAKING AND ARTIFICIAL INTELLIGENCE

As technology evolves, 63° may use automated systems or artificial intelligence to support aspects of our operations, such as content organisation, search, recommendations, customer support, fraud detection, analytics or internal workflows.

Where we do, we remain responsible for using those systems appropriately.

We do not intend to subject users to decisions based solely on automated processing that produce legal or similarly significant effects without the safeguards required by applicable law.

We will not use AI simply to transform someone's reading history into unsupported conclusions about their health or other sensitive characteristics.

Where applicable law gives you a right to human intervention, explanation, objection or review in relation to automated decision-making, we will respect that right.

26. BUSINESS CHANGES

63° may grow, raise capital, reorganise, acquire or create businesses, combine with another organisation or transfer all or part of its operations.

If 63° or a relevant part of its business is involved in a merger, acquisition, investment, financing, restructuring, reorganisation, insolvency process, sale of assets or similar transaction, personal information may form part of the information reviewed, disclosed or transferred in connection with that transaction, subject to appropriate confidentiality and legal protections.

If a transaction materially changes who controls your personal information or how it is used, we will provide notice where required by law.

27. YOUR PRIVACY CHOICES

Depending on the Services available to you, you may be able to control your privacy by adjusting cookie preferences, unsubscribing from marketing, changing account or newsletter preferences, opting out of qualifying targeted advertising or exercising a legal privacy right.

We want these choices to be understandable and reasonably accessible.

Where a particular privacy choice is required by law, we will not deliberately make it unnecessarily difficult to exercise.

28. HOW TO MAKE A PRIVACY REQUEST

To exercise an applicable privacy right, contact us at:

operations@mission33group.com

Please tell us enough about your request for us to understand and process it.

We may need to verify your identity before disclosing, deleting or changing personal information. We will only request information reasonably necessary for verification and will use information supplied for verification for that purpose.

Where another person is legally authorised to make a request on your behalf, we may require appropriate evidence of that authority.

We will respond within the period required by applicable law. The NDPC's own current access-request process states a 30-day response period for its data-subject access requests under the Nigerian framework.

29. QUESTIONS AND COMPLAINTS

If you have a question, concern or complaint about 63°'s privacy practices, please contact us.

63°

General: hi@63degrees.co

Website: www.63degrees.co

Nigeria

Where applicable, you may also have the right to complain directly to the privacy or data-protection authority responsible for your jurisdiction.

For users in Nigeria, the supervisory authority is the Nigeria Data Protection Commission.

[Nigeria Data Protection Commission Contact and Privacy Resources](#)

30. CHANGES TO THIS PRIVACY POLICY

63° will evolve, and privacy law and technology will evolve with it.

We may update this Policy when our Services, technologies, business model, partners or legal obligations change.

When we make changes, we will publish the updated Privacy Policy and revise the "Last Updated" date above.

If a change materially affects your rights or how we use personal information already collected, we will provide additional notice, obtain consent or take other steps where required by applicable law.

We encourage you to review this Policy periodically.

31. A FINAL WORD ON PRIVACY AT 63°

63° exists to help people make better sense of the information shaping how they live.

Doing that well requires trust.

As our platform grows, data can help us understand what readers find useful, build better products, recommend more relevant information and create a better experience. But the ability to collect information does not mean every piece of information needs to be collected, and the ability to infer something about a person does not mean that inference should be made.

That principle is particularly important for a platform covering health and life.

You should be able to be curious without being categorised.

You should be able to read about a condition without being treated as though you have it, explore a subject without that interest becoming an identity, and use 63° with a reasonable understanding of what information is being collected and why.

That is the standard we intend to carry with us as 63° grows.