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Oura Membership

Oura Membership gives you deeper access to accurate data and information about your body, allowing you to make more informed decisions and lead a healthier life. For new members, your first month of membership comes with your ring purchase.

Oura Membership and Oura Ring work hand-in-hand, empowering you to prioritize your long-term health goals and build healthy habits that will last a lifetime. With an active membership, you can track numerous biometrics and receive personalized insights from Oura to help you understand what your body needs.

Oura Membership only applies to Gen3 and newer.

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What Is Included in Oura Membership?

Oura Membership provides access to all of Oura's features and data and personal guidance.

Active Oura Membership includes:

- Detailed sleep analysis
 - 24/7 heart rate tracking (Daytime, Nighttime, Activity)
 - Integration with third-party health and wellness apps like Strava
 - Advanced temperature monitoring
 - Blood Oxygen Sensing (SpO2)
 - Cardiovascular Age
 - Cardio Capacity (VO2 Max)
 - Cycle Insights
 - Daytime Stress
 - Dynamic activity goals with Automatic Activity Detection
 - Oura Labs
 - Pregnancy Insights
 - Resilience
 - Weekly, monthly, quarterly, yearly, and anniversary reports
-

How Much Does Oura Membership Cost?

Oura Membership is available in monthly and annual plans. Membership and its in-app features are only available in countries where Oura ships its products, and must be purchased with a credit card and billing address from one of those countries. For a full list of supported countries, see our [Shipping FAQs](#).

If you purchase your ring from the [Oura online store](#), you can also

choose to add a prepaid annual membership plan to your order.

New members receive one included month of Oura Membership. After this complimentary period, membership pricing is as follows:

Country	Monthly plan pricing	Annual plan pricing
Australia	\$9.99 AUD after tax	\$118.99 AUD after tax
European Union	5.99 € after tax	69.99 € after tax
Canada	\$7.99 CAD before tax	\$94.99 CAD before tax
Japan	¥999 after tax	¥11,800 after tax
United Kingdom	£5.99 after tax	£69.99 after tax
United States	\$5.99 before tax	\$69.99 before tax
Rest of the world	\$6.99 (USD) after tax	\$79.99 (USD) after tax

Oura Membership is tied to your Oura Account, *not* your physical Oura Ring. If you purchase an additional ring with an existing Oura account, you **will not** receive another complimentary month of Oura Membership.

If you would like to change the currency for your Oura Membership payments (e.g., from USD to CAD), you will need to cancel your membership and renew it on your next billing date in [Membership Hub](#). You will continue to have the full Oura App experience through the end of your current billing cycle, and all of your data will be in your app once you renew.

How Do I Activate My Oura Membership?

When setting up your ring, you will be guided through the membership sign-up process. You will create an [Oura account](#) using your email

address, select either a monthly or annual ongoing plan, and add your preferred payment method. New members receive one complimentary month of membership, which begins as soon as your ring is paired with the Oura App. This complimentary month cannot be paused or restarted once it begins, and your payment method won't be charged until the month is over. After that point, your account will be auto-billed either once a month or once a year, depending on the type of plan you selected. You can change or cancel your membership plan at any time.

The email address that you use to set up your Oura account can be different from the one used to purchase your ring. If your ring was ordered with a prepaid membership, the prepaid period will automatically be applied to the first Oura account created during setup. Once applied, a prepaid membership can't be transferred to another account.

To check the email address connected to your Oura Membership, go to the ☰ menu in the upper-left corner of the Oura App's home screen. Select Settings, and you'll find your email listed under Account.

Add-ons, such as a prepaid membership, can only be applied to an active Oura account with a payment method set up. Don't worry—your payment method won't be charged until your prepaid period ends. This includes the first complimentary month, followed by 12 months of prepaid membership.

All features of the Oura App are available during the complimentary period **except for Body Clock, Chronotypes, and monthly, yearly, or Oura anniversary reports**. These features require more than 30 days of Oura data.

What Payment Methods Are Accepted for Oura Membership?

You can pay using PayPal or a Visa, Mastercard, American Express, or Discover credit card. Financing options, such as Affirm, are not

available for Oura Membership fees. Currently you can't add an HSA or FSA card as a payment method.

Where Can I Manage or Cancel My Oura Membership?

You can manage your Oura Membership through the Oura App:

1. Select the ☰ menu in the upper-left corner of the app's home screen
2. Select "Settings"
3. Scroll to "Account"
4. Select "Manage membership"

You can also manage your Oura Membership by directly visiting [Membership Hub](#). In the Membership Hub, you can:

- Billing information: See your membership status, current plan, and next payment date
- Payment details: Switch from monthly to annual plans, view and edit your payment details and billing address, and view and download past billing cycles and invoices
- Account information: [Update the email](#) associated with your membership
- Cancel your membership: If you cancel your Oura Membership before your complimentary month of membership ends, then you will not be charged. You'll retain access to the features until the end of your billing period
- [Export your personal data](#)

Changes to membership plans take effect at the end of your current billing cycle.

- If you purchase a monthly plan and switch to an annual plan, then annual billing takes effect when your current month of membership ends
- If you purchase an annual plan and switch to a monthly plan, then

monthly billing takes effect after the remainder of your annual plan

- If you purchase a monthly or annual plan and then cancel your membership, you will retain access to Oura Membership for the remainder of your plan
- Partial refunds aren't available for canceled prepaid or annual membership plans after your complimentary month of membership ends

Can I Transfer My Oura Membership to a New Ring?

Since your Oura Membership is linked to your Oura account, if you upgrade or replace your ring, your membership will automatically transfer as soon as you pair the new ring with your Oura App.

Regardless of the type of membership you have, your Oura Membership will continue to work seamlessly with a new ring.

How Do I Renew My Oura Membership?

If you have a payment method on file, it will be charged automatically at the start of each billing cycle, and your membership will continue—there's no need to manually renew.

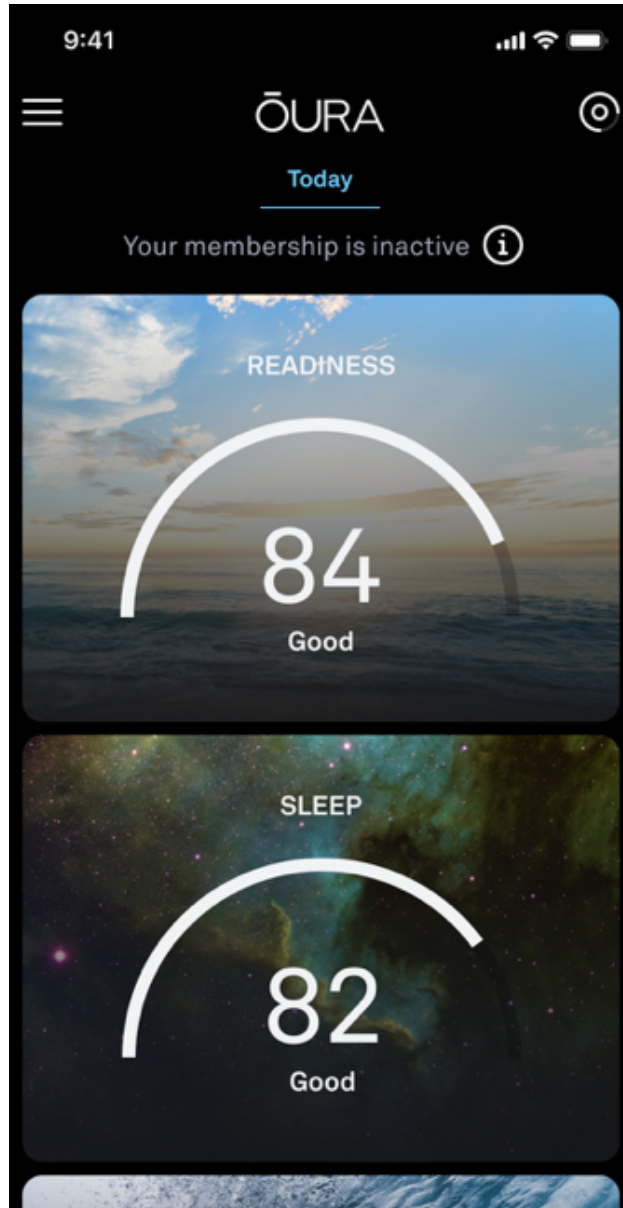
If you want to renew a canceled Oura Membership, you can do so after the end of your complimentary month or current billing cycle.

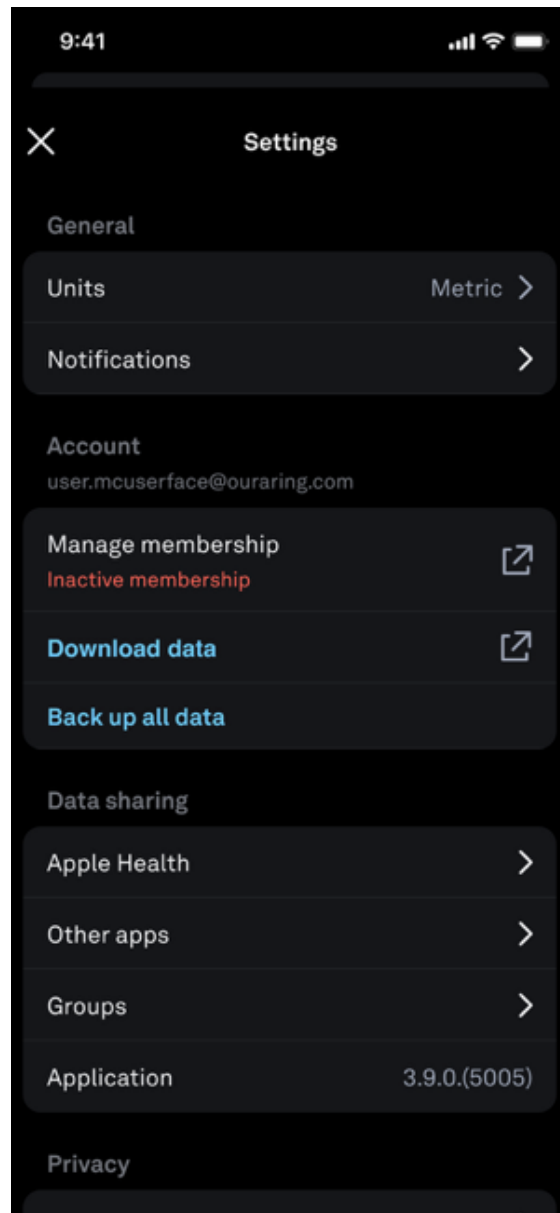
There is no option to "pause" an Oura Membership.

Can I Use My Oura Ring Without an Oura Membership?

Oura Membership unlocks the full potential of the Oura App, allowing you to access detailed insights and personalized guidance. Without an active membership, you'll only be able to see your three daily Oura scores (Readiness, Activity, and Sleep), ring battery, basic profile information, app settings, and the Explore content. Without an active membership, you **cannot** access the Oura API, but you can still

download all of your personal data through the [Membership Hub](#).





Gen2 users do not require an Oura Membership and will not be charged membership fees. We'll continue to support the Gen2 ring with routine software and firmware updates for the foreseeable future. However, due to hardware differences, many new features introduced in Gen3 and Oura Ring 4 are not compatible with Gen2.

If you're a Gen2 user interested in upgrading to a Gen3 or Oura Ring 4, keep in mind that you'll need to sign up for a monthly or annual Oura Membership. With Oura Membership, you'll get access to advanced insights, enhanced tracking, and a range of new features designed to give you a deeper understanding of your health and wellness.

Will I Lose My Oura Data If I Cancel My Membership?

No. If you cancel your membership, **and do not delete your account**, all of your Oura data and account information will remain securely saved under our [privacy policy](#). Once you re-enroll in Oura Membership, your data and account information will immediately be accessible again.

Even without a membership, you can view your three daily scores within [Oura on the Web](#), and can export all of your Oura data in CSV format through the [Membership Hub](#).

Can I Gift an Oura Membership?

You can include a prepaid annual Oura Membership plan with any new Oura Ring purchase from the [Oura online store](#). If you [gift an Oura Ring](#) with a prepaid membership plan, the giftee will still receive a complimentary month of Oura Membership.

When the giftee pairs their Oura Ring to the [Oura App](#), they will be asked to provide payment details to enroll in Oura Membership. However, the giftee won't be billed until after the prepaid period.

What Is a Lifetime Membership?

There currently is no option to purchase or upgrade to a Lifetime Membership.

Some Gen3 members have a Lifetime Membership due to a limited-time promotion offered in previous years. If you have a Lifetime Membership, your Oura Membership remains free as long as you keep the same active Oura account. You can check your membership plan by going to Settings > Account > Manage Membership.

Lifetime Memberships cannot be gifted, transferred, or sold to another member. Since your membership is tied to your Oura account, all benefits will seamlessly transfer to any new or replacement ring,

including upgrades to Oura Ring 4, once you pair it with the Oura App.

More Information

[Oura Ring 4](#)

[Oura Ring Generation 3](#)

[Previous Oura Ring Generations](#)

[How to Gift an Oura Ring](#)

[Oura on the Web](#)

[Change Account Email Address](#)

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