

Purpose	Legal Basis	Personal Data	Description	Data Retention
Registration and Access to the SunnyBiker App	Art. 6(1)(b) GDPR – Contract Execution	<ul style="list-style-type: none"> <li>✓ Anagraphic information (Name and surname)</li> <li>✓ Contact details (email)</li> </ul>	Allow access and participation in the SunnyBiker App.	For the duration of the app subscription; afterward, retained for up to 12 months.
Newsletters and Promotional Communications	Art. 6(1)(a) GDPR – User Consent	<ul style="list-style-type: none"> <li>✓ Anagraphic information (Name and surname)</li> <li>✓ Contact details (email)</li> </ul>	Send newsletters, offers, and other marketing information about the App, with the user's consent.	Until consent is revoked.
Creation of Data Portrait and Profiling	Art. 6(1)(a) GDPR – User Consent	<ul style="list-style-type: none"> <li>✓ Anagraphic information (Name and surname)</li> <li>✓ Contact details (email)</li> <li>✓ Motorcycling Habits Data: User participation in the community, preferences, and motorcycling activities.</li> </ul>	Collect and analyze data on motorcycling habits to enhance interactions within the community and improve the overall experience and services offered in the App.	Until consent is revoked.
Allow the Controller to accomplish all formalities required by law.	Art. 6(1)(c) GDPR – Legal Obligation	<ul style="list-style-type: none"> <li>✓ Anagraphic information (Name and surname)</li> <li>✓ Contact details (email)</li> </ul>	Ensure compliance with legal obligations and perform formalities required by applicable regulations.	Until the expiry of the data retention period, as provided by the applicable law.
Improve the App by analyzing how Users navigate and/or use the Website.	Art. 6(1)(f) GDPR – Legitimate Interest	<ul style="list-style-type: none"> <li>✓ App data usage</li> </ul>	Enhance user experience and optimize services by analyzing aggregated or anonymous app usage data.	Not applicable (aggregate or anonymous data).
Detecting or preventing fraudulent activity and exercising the Controller's rights in Court	Art. 6(1)(f) GDPR – Legitimate Interest	<ul style="list-style-type: none"> <li>✓ Anagraphic information</li> <li>✓ Contact details</li> </ul>	Identify and prevent fraud, protect the App and its Users, and enforce legal rights when necessary.	10 years