

Privacy Notice – SunnyBiker App

Introduction

This privacy notice is provided by Sunny Biker S.r.l. (hereinafter, the "Controller" or "SunnyBiker"), as the Data Controller, to inform users of the SunnyBiker application (the "App") about how their personal data is collected, used, and protected. SunnyBiker is a community for motorcycle enthusiasts. This notice transparently and comprehensively describes the data processing activities carried out through the App, ensuring the protection of data subjects' rights and freedoms in accordance with the EU Regulation 2016/679 ("GDPR").

Data Controller

The Data Controller is Sunny Biker S.r.l., based at Via della Guastalla 5, 20122 Milan (MI), Italy, VAT no. IT13375310961. You can contact the Controller at: amministrazione@sunnybiker.com.

Scope

This notice applies solely to data collected through the SunnyBiker App. It does not apply to data collected through other channels, for which separate notices are provided.

The App and its services are intended only for adults (18+). Use by minors is prohibited. If data from under-18 users is detected, it will be promptly deleted.

Source of Data

Personal data is collected directly from the user through:

- Registration form completion and use of the App features;
- App usage, which automatically generates data (e.g., access logs, browsing history);
- Interaction with emails or messages related to the App.

Additionally, the Controller may automatically collect other information: following the download and installation of the App, the mobile device may automatically provide details such as the model used and the type and version of the operating system. This information helps us deliver the required performance, manage the App, analyze its usage, protect the App and its content from improper or inappropriate use, and improve the user experience.

It should also be noted that third-party IT systems and software procedures used to operate the App (including but not limited to the Apple Store and Google Play) may collect certain data related to the user as part of the services they provide. This data transmission is inherent in the use of internet communication protocols, smartphones, and devices. The Controller is not involved in these processes, which are carried out

independently and exclusively by the respective third-party controllers, and therefore cannot be held responsible for them.

We recommend consulting the privacy policies of those platforms in advance:

- App Store: <https://www.apple.com/legal/internet-services/itunes/it/terms.html>
- Google Play: https://play.google.com/intl/it_it/about/play-terms.html

Purposes, Legal Basis, Personal Data, and Retention Period

Purpose	Legal Basis	Personal Data	Description	Retention
Registration and access to the App	Art. 6(1)(b) GDPR – Contract performance	✓ Email	Allow access and registration to the App with credential selection	For the duration of the account subscription and until the user deletes their account
Enabling App usage	Art. 6(1)(b) GDPR – Contract performance	Mandatory: ✓ First and Last Name ✓ Username Optional: ✓ Profile picture ✓ Cover photo	Allow proper App functionality, enable participation in the SunnyBiker community, and activate social networking features (e.g. user profile customization to help find affinities with other bikers)	For the duration of the account subscription and until the user deletes their account
Sending newsletters	Art. 6(1)(a) GDPR – Consent	✓ First and Last Name ✓ Email	Sending promotional offers and marketing communications	Until consent is withdrawn
Profiling	Art. 6(1)(a) GDPR – Consent Art. 22(2)(c) GDPR – Consent	✓ Data from registration or App usage (e.g., age, gender, language, preferences) ✓ Interaction data (e.g., usage frequency, actions taken, places visited, history) ✓ Tracking data	Personalize the user experience, provide targeted content and offers, or suggest services aligned with user preferences, behaviors, or	Until consent is withdrawn, and in any case, max 12 months from the last significant

		(device ID, ad ID, cookies)	consumption patterns	user interaction
Geolocation	Art. 6(1)(a) GDPR – Consent	✓ Real-time geographic location (start, destination, waypoints)	Enhance user experience via location-based features: route suggestions, nearby POIs, optional location sharing, contextual notifications (e.g., local weather, restaurants)	Until consent is withdrawn, and in any case until the user deletes their account
Fraud prevention and legal protection	Art. 6(1)(f) GDPR – Legitimate interest	✓ Data provided by the user and related to App usage	Detect and prevent fraud, protect the rights of the Controller	Until account deletion or longer if required by legal authority during account existence

Nature of Data Provision and Consequences of Non-Disclosure

Mandatory Data

The provision of data is mandatory for the following purposes:

- Registration and access to the App;
- Enabling the use of the App;
- Fraud prevention and protection of rights.

Consequences of non-disclosure: Without providing this data, it will not be possible to access the community or use the App’s services.

Optional Data

The provision of data is optional for the following purposes:

- **Further personalizing** the user profile with information such as, for example, profile photo, cover photo, age, and biography.

Consequences of non-disclosure: The user can still use the App, but will not benefit from its full social networking potential.

- **Profiling:** Within the App, the user’s personal data as described in the table may be processed for profiling purposes — that is, to analyze or predict preferences, habits, behaviors, or consumer choices — in order to personalize the user experience, propose targeted content and offers, or suggest services aligned with their interests.

The legal basis for this processing is the user’s explicit consent, which can be given upon first access to the App and revoked at any time by exercising the rights outlined below.

Consequences of non-consent: Not providing or revoking consent does not affect the use of the App, but may limit the personalization of content or offers. Profiling does not involve automated decision-making processes that produce legal effects or significantly affect the user, in accordance with Article 22 of the GDPR.

- **Geolocation:** The user’s personal data related to the geographic location of their device may be processed to offer specific location-based features, as indicated in the table.

The legal basis for this processing is the user’s explicit consent, which may be provided at first App access via the device’s operating system (Android/iOS) and can be activated, deactivated, or limited at any time through device settings. Location data will not be shared with third parties or disclosed, except where necessary to provide the service and always in compliance with the data minimization principle.

Consequences of non-consent: Not providing or revoking consent does not affect the use of the App, but may prevent access to location-based features.

- **Receiving newsletters** with promotional content

Consequences of non-consent: The user can still use the App but will not receive promotional newsletters.

Consent may be revoked at any time without affecting the lawfulness of processing carried out prior to the revocation.

Categories of Data Recipients

The data may be disclosed or made available to companies, consultants, or independent professionals engaged by the Controller for technical or organizational purposes or for executing the requested services (e.g., technical and hosting service providers to ensure the App’s functionality), or to those collaborating with the Controller in delivering its services. These parties may process the data as Data Processors pursuant to Article 28 of the GDPR. An up-to-date list of Data Processors is available upon request by contacting the Controller via email.

The data collected through the App may also be processed in an aggregated and anonymized form, such that the User cannot be identified, even indirectly. These anonymized data may be shared with third parties, including for their own commercial purposes, provided that under no circumstances can third parties trace the identity of the User or associate the profile with an identified or identifiable individual.

Transfer of Data to Third Countries

Personal data collected or processed within the context of the App is not transferred outside the European Union. Should it become necessary to transfer personal data to countries outside the EU, such transfers will be carried out in compliance with Articles 45 and 46 of the GDPR (in particular, based on adequacy decisions by the European Commission or through Standard Contractual Clauses approved by the European Commission). For more information about the safeguards adopted, users may contact the Controller.

Methods of Processing

Personal data will be processed in accordance with the principles of fairness, lawfulness, and transparency, using electronic or otherwise automated tools designed to store, manage, and transmit data in secure and access-controlled environments. Data will be collected and processed in an adequate manner and assessed as relevant and limited to what is necessary for the purposes for which they are processed. A Data Protection Impact Assessment (DPIA) has been carried out for this App.

Exercising Data Subject Rights

Data subjects may exercise their rights under Articles 15–22 of the GDPR by contacting the Controller at the contact details provided above. Specifically, users have the right to:

- **Access (Art. 15):** Know what data is being processed and for what purposes;
- **Rectification (Art. 16):** Correct inaccurate or incomplete data;
- **Erasure (Art. 17):** Request deletion of data under certain circumstances;
- **Restriction (Art. 18):** Request restriction of processing in cases of dispute or unlawful processing;
- **Portability (Art. 20):** Receive data in a structured, commonly used format;
- **Objection (Art. 21):** Object to processing for legitimate reasons, including direct marketing;
- **Automated decision-making (Art. 22):** Not be subject to decisions based solely on automated processing, including profiling;

- **Withdrawal of consent (Art. 7):** At any time, without affecting processing carried out before withdrawal.

The Controller will respond within 30 days, with possible extensions in complex cases. For more details, visit: <https://www.garanteprivacy.it/home/diritti/come-agire-per-tutelare-i-tuoi-dati-personali>

Right to Lodge a Complaint

Users have the right to lodge a complaint with the Italian Data Protection Authority at any time if they believe that the processing of their personal data violates the GDPR (Art. 77):

<https://www.garanteprivacy.it/home/docweb/-/docweb-display/docweb/4535524>

Changes to this Privacy Notice

The Controller reserves the right to update this notice at any time, in compliance with applicable law. Any substantial changes will be communicated to users via App notifications or email. It is recommended to check this section periodically.