

Privacy policy for bitride app

1. General contents

The concept of the **bitride** platform is based in part on the publication of details regarding individual users by making such details accessible to other users via the **bitride** platform. Zehus s.r.l. is the owner of the **bitride** platform and of all the data gathered and recorded by the **bitride** app.

The collection, administration and use of personal details shared on the **bitride** platform by Zehus complies with applicable data protection laws by ensuring that each user is able to decide herself, which personal details shall be made accessible to other users.

2. Categories of Personally Identifiable Information collected by Zehus through **bitride** platform

Zehus collects information from users upon registration on its website and in connection with the use of any of Zehus applications (including **bitride** app). The personally identifiable information collected by Zehus falls in the following categories:

- First and last name;
- Home or other physical address, including street name and name of city or town;
- Email address;
- Link to miscellaneous social network profiles (e.g. facebook, Instagram, etc.)
- Miscellaneous workout data, such as length and type of workouts, etc.

Personal identifiable information shall be saved and used in particular in order to offer new applications to the user, to improve such applications and conform them to the users' needs.

3. Sharing and Use of Personally Identifiable Information with Third Parties

By registering, the user explicitly agrees that Zehus shall have the right to use all automatically collected personally identifiable information through the **bitride**



app, in accordance with the privacy settings of such user, for purposes of the Zehus applications (including **bitride** app). Zehus does not pass on personally identifiable information to third parties, except as required by law or with the explicit consent of the user. Zehus implements all reasonable measures to prevent the unauthorized access by third parties to saved details.

The user explicitly consents to the storage and use of non-personally identifiable information for purposes of in-app advertising or on www.zehus.it, on www.bitride.net, or on other websites property of Zehus' partners by Zehus or its partners.

Health data will never be shared with advertisers or similar agencies.

4. Security of Your Information

Zehus applies organizational and technical measures to ensure access to user information is limited to persons with a need to know. Even though Zehus have taken steps to protect user personal information, user should know that neither Zehus nor any other company can fully eliminate security risks.

5. Note to International Users

Zehus and **bitride** platform are hosted in Italy and are intended for and directed to users in Italy and European Union. If you are a user accessing Zehus from the United States, Asia, or any other region with laws or regulations governing personal data collection, use, and disclosure, that differ from EU laws, please be advised that through your continued use of Zehus, which is governed by European Union law, this Privacy Policy, you are transferring your personal information to EU and you expressly consent to that transfer and consent to be governed by EU laws for these purposes.

6. Sale, Merger or Bankruptcy

In the event that Zehus is acquired by or merged with a third party entity, Zehus reserves the right to transfer or assign the information collected from Zehus users as part of such merger, acquisition, sale, or other change of control. In the unlikely event of Zehus bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, Zehus may not be able to control how users' personal information is treated, transferred, or used.

7. Privacy Policy Updates

This Privacy Policy may be revised periodically and this will be reflected by the "effective date" below. Please revisit this page to stay aware of any changes.

web - www.zehus.it

@ - info@zehus.it

FB - www.facebook.com/BikePlus.Hybrid

twitter - [@ZehusBike](https://twitter.com/ZehusBike)



Your continued use of Zehus and bitride platform constitutes your agreement to this Privacy Policy and any amendments.

Date Last Modified:

This Privacy Policy was last modified January, 20th, 2016.