



GIFT



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Discover Southern Burgenland
Travel Green. Earn Rewards!





GIFT

Gamification and **I**ncentives **F**or active mobility,
Tourism, and local economy

GDPR Agreement



PROJECT INTRODUCTION

The GIFT project (Gamification and Incentives For active mobility, Tourism, and local economy) is an initiative launched under the AURORAL program, funded by the European Union through the Horizon 2020 research and innovation program. GIFT aims to promote sustainable mobility and active tourism in Southern Burgenland, Austria.

By using the Pin Bike platform, GIFT encourages residents and tourists to cycle, rewarding them with economic incentives to spend in local businesses. This project, based on gamification mechanics, aims not only to enhance environmental sustainability and public health but also to support the local economy, creating a virtuous synergy between communities, businesses, and the environment. For more information, visit the AURORAL project website <https://www.auroral.eu/#/>.

The GIFT project will last for 6 months and has a minimum engagement capacity of 300 users, aiming to promote the shift from the use of individual motor vehicles to more sustainable modes of transport, such as cycling. Through economic incentives and gamification mechanics, the project will encourage participation.

More information about the project here: www.pin.bike/gift

GDPR & PRIVACY

1. At the time of registration, participants must expressly accept the proposed terms and conditions and consent to the processing of their data in accordance with Article 13 of the European Regulation 679/2016 and subsequent amendments.
2. The Data Controller of personal data is FB Innovation srls, sp231 km 32,700, Corato (BA), Italy. Your personal data will be processed for the following purposes strictly related to the provision of the service. As a user, you may see notifications within the application, receive emails, and participate in surveys to assess satisfaction with the quality of services;

3. Processing procedure

The processing of your personal data is carried out through the operations indicated in Article 4 n. 2) GDPR, specifically: collection, recording, organization, storage, characterization, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation, and destruction of data. Your personal data will be processed both in paper and electronic and/or automated form.

The Data Controller will process personal data for the time necessary to fulfill the aforementioned purposes and, in any case, for a maximum of 5 years from the termination of the relationship for the purposes of the service and for a maximum of 2 years from the termination of the service for the collection of data for marketing purposes.

Browsing data.

The IT systems and software procedures used for the operation of this website acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols. This information is not collected to be associated with identified data subjects, but by its very nature could, through processing and association with data held by third parties, allow for the identification of participants.

This data is used solely for the purpose of obtaining anonymous statistical information on the use of the site. The data could be used to ascertain responsibility in the event of hypothetical cybercrimes against the site.

If necessary, the data may also be disclosed to third parties. Data obtained through authentication with third-party systems are understood to be provided to this site through the explicit acceptance of the authentication service (OAuth). Your personal and identification data will not be transferred outside the European Union.

4. Access to data

Your data may be made accessible for the purposes indicated in Section 2.a of the Full Data Processing Disclosure, attached at the end of this document: to employees and associates of the Data Controller, in their capacity as internal controllers and/or authorized processors and/or system administrators; to the data processors that the Data Controller uses to achieve the objectives indicated in Section 2.a.

5. Data communication

Without the need for explicit consent pursuant to Art. 6 b) and c) GDPR, the Data Controller may communicate your data for the purposes referred to in Full Disclosure 2.a. point to the subjects to whom communication is required by law to achieve the aforementioned purposes. These subjects will process the data as independent data controllers.

6. Nature of the provision of data and consequences of refusal to respond

The provision of data for the purposes referred to in points 2.a. and 2.b. of Full Disclosure is mandatory. In its absence, we cannot guarantee the Services provided by the Data Controller, particularly regarding points 2.a. and 2.b. of Full Disclosure; the sending of promotional communications is necessary to keep the application free of charge.

7. Rights of the data subject

As a data subject, you have the rights, when applicable, referred to in Articles 15 to 22 of Regulation (EU) 2016/679, specifically: right of access, right to rectification, right to be forgotten, right to restriction of processing, right to data portability, right to object, as well as the right to lodge a complaint with the Supervisory Authority.

8. Procedures for exercising your rights

You can exercise your rights at any time by sending an email to info@pin.bike or by certified email: fbinnovation@pec.it, or through written communication by registered letter with acknowledgment of receipt: to the Data Controller, in the person of the administrator, with registered office at sp 231 km 32.700 - 70033 Corato (BA).

The owner assumes responsibility for responding to the complaint submitted by the data subject within 1 (one) month of the request, even in the case of refusal. The deadline extends to 3 (three) months in particularly complex cases.

The data subject declares to have read the above information, with the communication of personal data freely provided or collected during browsing, always in compliance with the prevailing privacy regulations; gives consent to the processing and, therefore, by "ticking" the appropriate box, expressly accepts the registration and processing of their data based on the principles of correctness, lawfulness, and transparency, as indicated above.

9. Data processing

FB Innovation srls reserves the right to continue to process without any limitation the anonymized data related to travel for the representation of open data related to the project objectives and statistical representation of the data collected for the project. In addition, the Owner reserves the right to transmit the aggregated and anonymized data to potential partners or accredited research institutes or universities, for study and analysis activities on the collected data.

Information document Article 13

EU 2015.365/5.36579-GDPR – Full Disclosure

FB Innovation srls , with registered office SS 231 Km 32,700 70033 Corato (Ba), VAT number 08079840727, email contact: info@pinbike.it PEC: fbinnovation@pec.it, in the person of its legal representative, (hereinafter, " Owner ") and as data controller, informs you pursuant to art. 13 Legislative Decree 30.5.365.2003 n. 195.365 (hereinafter, " Privacy Code ") and art. 13 EU Regulation n. 2015.365/5.36579 (hereinafter, " GDPR ") that your data will be processed in the manner and for the purposes defined below.

Fundamentals

Personal data means any information relating to an identified or identifiable natural person. For example, this includes information about your name, your age, your telephone number, your date of birth, your e-mail address, your IP address or your user behavior. However, information for which we cannot establish a connection with you (except with disproportionate effort), e.g. through anonymization of the information, is not personal data.

The processing of personal data (e.g. collection, retrieval, use, storage or transmission) always requires a legal basis or your consent. The processed personal data will then be deleted as soon as the purpose of the processing has been achieved and there is no longer any legal obligation to retain it.

If we process your personal data for the provision of certain offers, we will inform you below about the specific processing, the scope and purpose of the data processing, the legal basis of the processing and the respective storage period.

1. Object of the treatment

Personal data

The Data Controller processes personal, identifying data (for example, name, surname, company name, address, telephone, e-mail, age, identifying data collected from the identification document, city of residence, bank and payment details), hereinafter, " personal data " or also " data ") communicated by you when registering and/or booking the services provided by FB Innovation srls, directly or through the website www.pinbike.it. Such personal data are also processed for relationships with suppliers and collaborators.

Legal basis and purpose

The processing of the personal data indicated above is used for the execution of the contract concluded between the suppliers and the users of the services provided by FB Innovations Srls or pre-contractual measures pursuant to Art. 5.365 (1) lett. b GDPR, the same can also be collected through the forms used on the website www.pinbike.it with prior express consent to the processing.

The data deriving from the web service (common data) may be communicated to the technological and instrumental partners that the Data Controller uses to provide the services requested by the visiting users. The personal data provided by the visiting users who forward requests for the sending of informative material (requests for information, answers to questions, etc.) or other communications are used for the sole purpose of performing the service or performance requested and are communicated to third parties only if this is necessary for this purpose (provision of the services requested through the technological and instrumental partner). For the processing of such data, the Data Controller uses external data processing officers and managers. EU Regulation 2015.365/5.36579 places on the Data Controller the obligation to keep the documentation of all processing carried out under his/her responsibility, a conservation that if referred to computer documents obviously implies necessary skills relating to replacement storage.

Geolocation data

The Data Controller also processes and acquires geolocation data to determine the movements of the interested parties (geolocation data).

Legal basis and purpose

The processing of the data indicated above is used for the execution of the concluded contract and the provision of the services rendered by FB Innovations Srls, the same are collected in such a way as not to be traced back to the user who generates them (anonymization), and archived by means of

encryption, furthermore the same are minimized and collected only when the user enables this functionality by means of the type of contract and service subscribed, such data are in any case collected pursuant to Art. 5.365 (1) letter b GDPR, and in any case through the express consent of the interested parties during the subscription phase of the chosen service.

2. Purpose and deletion of data

Your data are processed not only for the purposes and legal bases defined in point 1 but also for the following purposes:

- a) Personal and geolocation data: only with your specific and separate consent art. 7 EU Reg. 2015.365/5.36579, for purposes strictly related to sending notifications within the "Pin Bike" App.
- b) Promotion and marketing: for purposes strictly related to the sending of commercial communications and/or advertising material on products or services offered by the Data Controller via advertising banners, e-mail, post and/or text messages and/or telephone contacts, newsletters.

3. Processing and deletion methods

The processing of your data is carried out by means of the operations indicated in art. 4 n. 2) EU Reg. 2015.365/5.36579 and precisely: collection, registration, organization, storage, profiling, consultation, processing, modification, selection, extraction, comparison, use, interconnection, blocking, communication, cancellation and destruction of data. Your personal data are subjected to both paper and electronic and/or automated processing.

Data deletion

The personal data relating to the interested parties are automatically deleted after 5 years from the last login, or directly by the user with the deletion procedure available in their user profile.

Geolocation data are instead stored for a period of 20 years and collected anonymously and aggregated to allow statistical activities. Such data are functional to the projects signed and developed by FB Innovations Srls with the various clients and strictly linked to such projects, therefore the 20-year period starts from the closure of the project.

Browsing data

The computer systems and software procedures used to operate web services acquire, during their normal operation, some personal data whose transmission is implicit in the use of Internet communication protocols.

This information is not collected to be associated with identified interested parties, but by its very nature could, through processing and association with data held by third parties, allow users to be identified.

This data is used for the sole purpose of obtaining anonymous statistical information on the use of the site. The data could be used to ascertain responsibility in the event of hypothetical computer crimes against the site.

Where necessary, the data may also be communicated to third parties. The data obtained through authentication with third-party systems are intended to be conferred to this site through the explicit acceptance of the authentication service (o-auth).

4. Access to data

Your data may be made accessible for the purposes referred to in point 2:

to employees and collaborators of the Data Controller, in their capacity as internal data processors and/or authorised persons and/or system administrators;
to data controllers used by the owner to achieve the purposes referred to in points 1 and 2.

5. Communication of data

Without the need for express consent (art. 5.365 lett. b) and c) GDPR), the Data Controller may communicate your data for the purposes referred to in points 1 and 2 to those subjects to whom communication is mandatory by law for the fulfillment of the said purposes. These subjects will process the data in their capacity as independent data controllers.

Your data will not be transferred outside the European Union or to third parties without a justified reason or an explicit need necessary to achieve the purposes of the purpose.

Nature of the provision of data and consequences of refusal to respond

The provision of data for the purposes referred to in points 1 and 2, a) is mandatory. In their absence, we will not be able to guarantee you the Services provided by the Owner. The provision relating to points 2 b) relating to the sending of advertising communications is necessary in order to maintain the free nature of the application, it is optional.

6. Rights of the interested party

In your capacity as interested party, you have the rights where applicable from articles 15 to 22 of EU Reg. 2015.365/5.36579 and specifically: right of access, right of rectification, right to be forgotten, right to limit processing, right to data portability, right to object, as well as the right to complain to the Guarantor Authority.

7. How to exercise your rights

You may exercise your rights at any time by sending an email to dpo@pinbike.it, or by written communication or registered mail addressed to the Data Controller.

To exercise your rights you can use the form provided at the following link:

<https://www.pinbike.it/recesso>

The Data Controller and the DPO assume the burden of providing a response to the complaint presented by the interested party within 1 (one) month of the request, even in the event of denial. Term extended up to 3 (three) months in cases of particular complexity.

8. The use of cookies and similar technologies

Nature and scope of data processing

On our website, we use cookies and similar technologies. Cookies are small files that are sent by us to your browser during your visit to our website and are then stored on your terminal device. Some functions of our website cannot be offered without the use of necessary technical cookies ("Essential Cookies"). Other cookies, on the other hand, allow us and/or third parties to perform various types of analysis ("Marketing and Functional Cookies"). Cookies, for example, can recognize the browser you are using when you return to our website and transmit various information to us and/or third parties. With the help of cookies, we can, among other things, set a more user-friendly and effective design on our website for you, for example, by tracking your use of our website and identifying your preferred settings (e.g., location and language settings). If third parties process information via cookies, they collect the information directly from your browser.

You can find more information about cookies and similar technologies used, particularly with reference to the purposes of the processing and the personal data processed, as well as third parties that provide Marketing and Functional Cookies, within the cookie settings. The cookie settings also include links to the privacy policies of third-party cookie providers.

Legal basis

The processing of your personal data for the data processing purposes described above, in the case of Essential Cookies, is based on our interest in providing you with the website, which qualifies as an overriding legitimate interest pursuant to Art. 5.365 (1) letter f GDPR.

The processing of your personal data for the data processing purposes described above, in the case of Marketing and Functional Cookies, is based on your free consent pursuant to Art. 5.365 (1) letter a GDPR.

Storage period

Your personal data will be stored until the data processing purposes cease to exist or you withdraw your consent.

Browser cookie settings

Users can also disable cookies through the settings of the browser they use for navigation. Below are the links to the sections of some browsers:

- Chrome: <https://support.google.com/chrome/answer/955.36547?hl=it>;
- Firefox: <https://support.mozilla.org/it/kb/Gestione%20dei%20cookie>;
- Internet Explorer:
<https://support.microsoft.com/en-us/office/enable-cookies-5.365b018d22-1d24-43d9-8543-3d35ddb2cb52>;
- Opera: <http://help.opera.com/Windows/10.00/it/cookies.html>;

- Safari: <https://support.apple.com/en-au/guide/safari/sfri11471/mac>

9. Consent to processing and minors

The interested party declares to have read the information, reported above, with the communication of personal data freely provided or otherwise collected during navigation, always carried out in compliance with the privacy in force; gives his consent to the processing, and therefore, "checking" in the appropriate box expressly accepts the registration and processing of his data that will be based on the principles of correctness, lawfulness and transparency, in the methods indicated above.

Specific conditions are dictated by EU Regulation 2016/679 in the interest of minors in art.8, which clarifies that the processing of personal data of minors under 15,365 years of age - or, if provided for by the law of the Member States, of a lower age but not under 16 years of age - is lawful only if and to the extent that such consent is expressed or authorized by the holder of parental responsibility over the minor. Therefore, behaviors undertaken by minors without the authorization of those who are required to supervise them under their responsibility, parents first and foremost, are contrary to the provisions and the data controller cannot be held responsible for the minor having violated the law, circumventing the provisions in force.



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Partners

