RideMovi Privacy Policy

Pursuant to Article 13 of Regulation (EU) 2016/679

1. Introduction

Protecting your privacy is one of our priorities. We are committed to adopting the most appropriate organisational and security measures in accordance with Regulation (EU) 2016/679 ("General Data Protection Regulation" or "GDPR") to protect the personal data you choose to entrust to us. We collect your data (as a "User") when you download our RideMovi App, register a new RideMovi account, use our bike rental services ("Services") and through other interactions you may have with us. For more information about our Services, click here https://www.ridemovi.com/it/en/terms

This Privacy Policy explains what personal data we collect, how and why we use it, and what your rights are in relation to your data.

2. Who is the Controller of your data?

The RideMovi App and the Services provided are operated by Ridemovi S.p.A. ("We"), a company incorporated under Italian law, with its registered office in Milan, Via Carducci 31. For any information regarding this Privacy Policy, please contact us at privacy@ridemovi.com.

3. Data Protection Officer. Contacts.

For any questions about your personal data, you can also contact our Data Protection Officer by email at: dpo@ridemovi.com.

4. What data we collect and process

4.1. Data you provide directly

We collect the data you provide to us directly, for example, when you create or modify your account, request our Services, contact customer support or otherwise communicate with us. This information includes: name, email, phone number, address, payment method, services requested and other information you choose to provide to us.

4.2. Data we collect through your use of our Services

When you use our Services, we collect the following data about you:

Location data: when you use our bike rental Services, we collect location data about the route taken. To start and end the rental, it is necessary to record the start and end position of our bike, the distance travelled, and the time and date of the rental.

If you authorise the RideMovi App to access your location through the relevant feature of your mobile operating system (iOS or Android) ("Platform"), we may also collect precise location data from your device when the app is active (app open and on screen) or in background mode (app open but not on screen). If you initially allow the collection of this data, you can disable it at any time by changing the location settings on your mobile device. However, this will limit your ability to use certain features of our Services.

Transaction data: we collect data relating to transactions made by those who use our Services, including the service requested, credit card details, the date and time the service is provided, the amount charged and other transaction details.

Image of the parked vehicle: once the ride has ended, the User frames the vehicle and the surrounding area and takes a photo which - after analysis by an AI tool that does not use generative AI components - is acquired. The image must show only the parked vehicle and the surrounding area. Any faces, vehicle number plates or other elements accidentally captured in the image will be automatically blurred and will not be used in any way.

Cookies: the RideMovi app uses cookies and similar technologies (in short "Cookies") to optimise the functioning of the app and to offer easier navigation through an intuitive interface. We collect data on how Users interact with our App and Services, the preferences expressed and the settings chosen. Cookies are small files that are stored on the device.

We use push notifications to communicate with you:

- when you park in areas where parking is not permitted;
- to remind you to lock the bike;
- to notify you of a penalty as governed by our Terms and Conditions;

Device data: we collect data about your mobile device, including, for example, the hardware model, operating system and version, selected language, unique identification code and serial number.

Call and SMS data: in order to provide our Services as well as possible, we may communicate with you by call or SMS (or other messaging services), obtaining data such as the date and time of the call or SMS (or other messaging service), your phone number and the content of the message. In particular, we may contact you by phone (i) when we receive a report that the vehicle has been parked outside the permitted areas (for example in private areas) if our systems show that you were the last user of the vehicle, (ii) to handle any disputes over charges.

Log data: when you interact with our Services, we collect server logs, which may include data such as your device's IP address, access dates and times, app features or pages viewed, app crashes and other system activity, browser type, and third-party websites or services you were using before interacting with our Service.

Information about interactions with our emails: our emails may contain a tracking pixel, through which we may learn when the User reads our emails and which links they click. The data thus obtained may be used, only with the User's consent, to understand which communications are useful and to improve them. This information will be retained for as long as the User's account is active. After the account is deleted, the data may be retained in anonymous form, for purely statistical purposes. You can disable tracking at any time from your email preferences and continue to receive our communications. In this case, emails may not be displayed in full and the User may not be able to use all features.

4.3. Permissions requested by the iOS and Android Platforms

Most mobile platforms (iOS, Android, etc.) have identified certain types of device data that apps cannot access without your consent. The iOS platform will notify you the first time the RideMovi App requests permission to access certain types of data, including location, contacts, photos and camera, and will allow you to give (or refuse) consent. Android devices will notify you of the permission requests that the RideMovi App will make before you use the App for the first time, and using the App will constitute authorisation. Please note that if you do not agree to the request, you may not be able to access certain features of our Services.

4.4. Data we collect from other sources

We may also obtain data from other sources and combine it with the data collected through our Services. For example:

If you choose to link, create or log in to your RideMovi account through a third party, such as a social media platform (for example Facebook) or a payment service provider (for example Apple Pay), or if you access another app or website that uses our API (or whose API we use), we may obtain data about you or your connections from that site or app.

5. Why we use your personal data and on what legal basis

5.1. Where processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract (Article 6(1)(b) GDPR)

To provide our bike rental Services in fulfilment of the contractual obligations undertaken with you as a User of the RideMovi App. Processing of your personal data is necessary to provide you with our Services and related customer support.

5.2. Where processing is necessary for the purposes of our legitimate interests (Article 6(1)(f) GDPR)

This includes the following purposes:

- we will use the personal data collected during the use of our RideMovi App to identify and resolve possible errors and malfunctions that may occur in the provision of our Services;
- we process the data collected through the use of our Services for internal purposes, for example to prevent fraud and abuse; to fix software bugs and operational problems; to carry out data analysis and research;
- we may also process your data if you have committed an administrative offence during a rental or are in breach of our contractual terms and conditions, in order to protect our rights;
- we process the location data of our bikes in order to develop a statistical model capable of predicting possible future demand and to monitor and analyse usage and activity trends. For these purposes, only anonymous data that cannot be traced back to a specific user is processed;
- we may use your personal data for direct marketing purposes by email, SMS or other messaging services. You can object to direct marketing by clicking on a link at the end of an email or by sending an email to privacy@ridemovi.com;
- we process data relating to your riding and parking behaviour in order to impose penalties in accordance with our Terms and Conditions.

5.3. Where you have given your consent for one or more specific purposes (Article 6(1)(a) GDPR)

This legal basis covers the following purposes:

To provide you (via email, SMS or other messaging services, messenger, push messages and in-App banners) with information, commercial offers and personalised advertising (such as special offers, studies and market research, sending of advertising material) about our Services, or about products and services of third-party companies. Your data will not be transferred to third-party companies, nor shared in any form, for their own marketing purposes.

Providing personal data for the above purposes is optional, and refusal will not prevent us from fulfilling the contractual obligations undertaken towards you, including processing your registration, providing customer support, responding to your requests and providing you with other requested services. By ticking the appropriate box during the RideMovi App registration process, the User consents to the processing of personal data as described in this Privacy Policy. You may withdraw your consent at any time, without affecting the lawfulness of processing carried out by us before such withdrawal, by clicking the enable/delete button in the App, or by contacting us at privacy@ridemovi.com.

6. Data processors and recipients

We may share your data:

- With our subsidiaries and affiliates that provide services or carry out data processing activities on our behalf.
- With suppliers, business partners, consultants and other service providers who need access to such data to carry out activities on our behalf; we use external IT service providers who provide server infrastructure, IT maintenance or extended IT solutions (for example cloud services) and software solutions on our behalf.
- With law enforcement authorities, public authorities or other authorised third parties in response to a request for information from the competent authority, if we believe that disclosure of the data is necessary or otherwise required by any regulation, applicable law or legal procedure.
- To fulfil tax obligations.
- With public authorities, in order to identify vehicle users in accordance with the laws and regulations applicable to road traffic.
- With law enforcement authorities, public authorities or other third parties, such as an insurer, if we believe that your actions conflict with our Terms and Conditions https://www.ridemovi.com/it/en/terms or to protect the rights, property or safety of us or third parties, or in the event of a dispute, complaint or controversy which may include an accident between you and a third party, where such data is necessary to resolve the dispute.
- In connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing or acquisition of all or part of our business by or into another company.
- With other users, as requested by you or at your direction, when you wish to share your profile and route data in order to carry out social activities or to obtain a promotional code;
- With third parties who will provide you with a requested service through a partnership or a promotional offer made by third parties or by us.
- With third parties with whom you choose to share data, for example other apps or websites that integrate with our API or Services, or vice versa.

We may allow others to provide audience measurement and analytics services for us, to serve advertising on our behalf across the Internet and to monitor and report on the performance of such advertisements. These parties may use cookies, web beacons, SDKs and other technologies to identify your device when you visit our site and use our Services, as well as when you visit other online sites and services.

Personal data will be processed only by persons/entities previously appointed by Ridemovi as persons authorised to process data or by parties specifically appointed as data processors pursuant to Article 28 GDPR.

Your personal data may be shared only with third parties who process personal data on our behalf and on the basis of our instructions. Any data processor we appoint will be subject to contractual obligations to protect your personal data.

7. Social sharing features

The Services may include social sharing features and other related tools that allow you to share actions taken on our Services with other apps, sites or media, and vice versa. Using these features enables information to be shared with your friends or the public, depending on the settings configured with the social sharing service. Please refer to the privacy policies of those social sharing services for more information on how the data you provide or share is processed. We accept no responsibility or liability for the provisions of such policies.

8. Retention of personal data

We will retain your personal data for the period necessary to achieve the purposes set out in this Policy, unless a longer retention period is required or permitted by law.

When we no longer need to use your data for the purpose of providing you with our Services, we will remove it from our systems and records and/or take steps to ensure that you can no longer be identified.

A longer retention period for the same data may apply where we need to comply with legal obligations to which we are subject (for example under applicable tax laws) and to protect our rights and legitimate interests, taking into account applicable limitation periods (from 3 to 10 years).

9. Do we transfer personal data outside the European Economic Area?

In some cases, data may be transferred to recipients and data processors (for example technical service providers) located in countries outside the EEA that do not guarantee an adequate level of data protection. In such cases, in accordance with applicable rules, we enter into agreements with such third parties that include the standard contractual clauses adopted by the European Commission, as governed by Article 46 GDPR.

10. How we keep your data secure

We have implemented appropriate organisational, technical and physical measures to safeguard and protect the personal data we collect in order to ensure a level of security appropriate to the risk, in compliance with the GDPR.

Unfortunately, although we strive to implement state-of-the-art technical and organisational measures to ensure a high level of protection for the data we process, the transmission of information over the Internet is not completely secure. This means that we cannot guarantee the absolute security of data transmitted to us; any transmission is at your own risk.

11. Your rights

The GDPR grants data subjects the following rights. In particular:

- you have the right to obtain confirmation from us as to whether your personal data is being processed and to request access to it. The right of access includes the right to obtain information about the purposes of the processing, the categories of personal data concerned and the recipients or categories of recipients to whom the personal data has been or will be disclosed. However, this is not an absolute right and the interests of other persons may limit your right of access. You have the right to obtain a copy of the personal data being processed;
- you have the right to obtain the rectification of inaccurate personal data. You can rectify your data directly by editing your profile data in the RideMovi App;

- you have the right to obtain from us the erasure of personal data concerning you, and we may be obliged to erase such personal data;
- you have the right to request restriction of the processing of your personal data. This means that, in this case, your data may be processed by us only for certain purposes;
- you have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format, and the right to transmit such data to another controller without hindrance from us;
- you also have the right to lodge a complaint with a data protection supervisory authority, in particular in the EU Member State where you reside. In Italy, the supervisory authority is the Garante per la Protezione dei dati Personali, located at Piazza Venezia 11, Rome (00187), gpdp.it, phone +39 06 696771, email: protocollo@gpdp.it;
- if your personal data is processed for marketing purposes, you have the right to object at any time to the processing of personal data for such purposes. In this case, your personal data will no longer be processed by us for those purposes;
- if you have given your consent to any personal data processing activity, you may withdraw it at any time. Such withdrawal will not, however, affect the lawfulness of processing carried out before the withdrawal.

To exercise the above rights, you can send us an email at privacy@ridemovi.com or write to Ridemovi at Via Carducci 31, 20123 Milan, Italy.

Please note that in some cases we may retain certain information about you as required by law, or for legitimate business purposes to the extent permitted by law. For example, if you have an outstanding credit or debt on your account, or if we believe you have committed fraud or breached our Terms, we may seek to resolve the issue before deleting your data.

12. Changes to this Policy

This Policy may be subject to periodic changes. In the event of material changes, we will notify you through the Services or by other means, such as by email. Continued use of the Services after such notice constitutes acceptance of those changes. We encourage you to check this Policy periodically for up-to-date information on our privacy practices. If you do not accept the changes to this Policy, please do not continue to use the Services.

13. Contact us

If you have any questions about this Policy, please contact us at privacy@ridemovi.com or write to us at Via Carducci 31, 20123 Milan, Italy.

Cookie Declaration

This website uses cookies. We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our web analytics, advertising and social media partners, who may combine it with other information that you have provided to them or that they have collected from your use of their services.

Cookies are small text files that can be used by websites to make the user experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies, we need your permission.

This site uses different types of cookies. Some cookies are placed by third-party services that appear on our pages.

You can at any time change or withdraw your consent from the Cookie Declaration on our website.

Learn more about who we are, how you can contact us and how we process personal data in our Privacy Policy.

Consent applies to the following websites: www.ridemovi.com

Cookie Declaration last updated on 26/07/26 by Cookiebot.

Necessary (15)

Necessary cookies help make the website usable by enabling basic functions such as page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Maximum storage duration	Type
#.#.clientId	Zendesk	Identifies the visitor across devices and visits, in order to optimise the chat-box function on the website.	Session	HTML Local Storage
__cf_bm	Zendesk	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of the website.	1 day	HTTP Cookie
__zlcmid	Zendesk	Stores the visitor's ID for widget authentication	1 year	HTTP Cookie
__zlcprivacy	Zendesk	Stores the visitor's decision on the CookieLaw Javascript API	1 year	HTTP Cookie
_cfuvid	Zendesk	This cookie is part of the services provided by Cloudflare, including load balancing, delivery of website content and serving DNS connection for website operators.	Session	HTTP Cookie
_grecaptcha	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of the website.	Persistent	HTML Local Storage
_GRECAPTCHA	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of the website.	180 days	HTTP Cookie
CookieConsent	Cookiebot	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie

rc::a	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of the website.	Persistent	HTML Local Storage
rc::b	Google	This cookie is used to distinguish between humans and bots.	Session	HTML Local Storage
rc::c	Google	This cookie is used to distinguish between humans and bots.	Session	HTML Local Storage
rc::f	Google	This cookie is used to distinguish between humans and bots.	Persistent	HTML Local Storage
wpEmojiSettingsSupports	www.ridemovi.com	This cookie is part of a bundle of cookies which serve the purpose of content delivery and presentation. The cookies keep the correct state of font, blog/picture sliders, colour themes and other website settings.	Session	HTML Local Storage
ZD-buid	Zendesk	Unique ID that identifies the user on recurring visits.	Session	HTML Local Storage
ZD-suid	Zendesk	Unique ID that identifies the user's session.	Persistent	HTML Local Storage

Preferences (2)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, such as your preferred language or the region you are in.

Name	Provider	Purpose	Maximum storage duration	Type
_icl_visitor_lang_js	www.ridemovi.com	Saves the user's preferred language on the website.	1 day	HTTP Cookie
wpml_browser_redirect_test	www.ridemovi.com	Saves the user's preferred language on the website.	Session	HTTP Cookie

Marketing (2)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers.

Name	Provider	Purpose	Maximum storage duration	Type
_ga	Google	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	2 years	HTTP Cookie
_ga_#	Google	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	2 years	HTTP Cookie