

Privacy Policy of the K-Fans App and website

For K-Sport, the privacy and security of your personal data are very important. That's why we collect and manage your personal data with the utmost care and implement specific measures to keep it secure.

Please read this Privacy Policy and the set of legal documents available in the dedicated section within the K-Fans APP and website carefully, as they contain detailed information regarding the terms related to our services.

1. Definitions

- **"K-Sport"**: K-SPORT WORLD S.R.L., with registered office at Via Annibale Mengoli 23, 61122, Pesaro (PU), tax code and VAT number: 02758950410, registered with the Companies Register of Pesaro-Urbino under number PS-276498, share capital € 125,000.00 fully paid-in;
- **"Utenti"**: users who operate on the K-Fans app and website through a personal account(**"Account"**);
- **"APP K-Fans"**: It is an application that can be downloaded through dedicated stores, where consumers can, among other things, view data collected from the K-Fans Wearable, earn points, compete with other users or providers, and get in touch with agents (Scout);
- **"K-Fans website"**: It is the official K-Fans website, dedicated to providing information about the project, purchasing the product, managing accounts, offering details about available services, and supporting users of the sports analysis and competition platform;
- **"Wearable K-Fans"**: It includes: the wearable devices produced and marketed by K-Sport that collect the user's sports performance data (**"K-AI Fans Device"**) (such as, for example: distance, distance per minute, energy expenditure, high-speed distance, high-acceleration distance, high-deceleration distance, high-power distance, % high-speed distance, % high-acceleration distance, % high-deceleration distance, % high-power distance, average metabolic power, equivalent distance per minute, % equivalent distance, % anaerobic expenditure, intensity of play), as well as the technical fabric shirt with support for the K-AI Device (**"Vest"**);
- **"Vest"**: technical fabric shirt with support for the K-AI Device.

The terms indicated in uppercase in this Privacy Policy should be understood as defined under Regulation EU 2016/679. (**"GDPR"**).

2. Who is the Data Controller?

K-SPORT WORLD S.R.L., with registered office at Via Annibale Mengoli 23, 61122, Pesaro (PU), tax code and VAT number: 02758950410, registered with the Companies Register of Pesaro-Urbino under number PS-276498, share capital € 125,000.00 fully paid-in; processes your personal data as an **independent data controller** concerning the processing activities related to the use and management of the K-Fans app and website, as well as the sale of K-Fans Wearables.

You can contact K-Sport at any time at the following email address: help@k-fans.com.

If you wish, you can also contact the data protection officer (**"Data Protection Officer"** or **"DPO"**) of K-Sport by writing to the following email address: help@k-fans.com, or to the address provided above.

3. What data do we process and why?

K-Sport, as an independent data controller, processes different types of personal data for the following purposes:

- i. personal data necessary to (a) conclude and execute purchases through the K-Fans app and website, (b) use the K-Fans app and website and, in the case of subscription plans, finalize and execute the relevant contracts, and (c) enable and manage the user's participation in Challenges and the Championship, as better defined in the dedicated section of the K-Fans app and website, namely first name and last name, weight, height, location data, email address, shipping address, billing address, phone number, payment data, product or service purchased, and other information present in purchase orders, shipping, or returns;
- ii. personal data necessary to ensure navigation on the K-Fans app and website, namely IP address;
- iii. personal data necessary to register your Account, namely email address or User ID and password;
- iv. personal data necessary to subscribe to our newsletter service or to conduct opinion polls and market research, namely email address;
- v. personal data necessary to receive commercial information about K-Sport's products and services, namely email;
- vi. personal data that you provide when you contact our Customer Service;
- vii. data related to your sports performance, which may also include health-related data, as collected by the K-Fans Wearable and accessible through the K-Fans app, to allow the user to participate in Challenges and the Championship and benefit from other services provided by the K-Fans app and website.

4. Legal bases for processing

Providing your personal data for the processing activities listed below is optional and, depending on the case, may be a necessary requirement for the conclusion or execution of a contract. You are free to provide or not provide your data, but without the requested data, we will not be able to conclude or execute the contract and your requests.

K-SPORT, as an independent data controller, processes your data based on the legal bases and for the period of time indicated in the table below.

Type of personal data and purposes		Legal basis	Retention period
1	Personal data and purposes under 3(i), 3(ii), 3(iii), 3(vi), and those preceding.	Execution of the contract and fulfillment of the data subject's requests.	Personal data will be retained for the period strictly necessary to achieve the relevant purposes, and in any case for a period of 10 years from the termination of the contract.
2	Personal data and purposes under 3(iv) that precede.	Consent	Personal data will be retained for the period strictly necessary to achieve the relevant

		purpose. In particular, for a maximum period of 5 years from the time you provided consent.
3 Personal data and purposes under 3(v) that precede.	Legitimate interest in sending commercial information to the email address already provided by the data subject in the context of the sale of a product or service.	Personal data will be retained for the period strictly necessary to achieve the relevant purpose. In particular, for a maximum period of 5 years from the last contact.
4. Personal data and purposes under 3(i) that precede.	Fulfillment of legal obligations	Personal data necessary for fulfilling legal and tax obligations will be retained for the entire duration of the contractual relationship and in compliance with these obligations (for example, the civil obligation to retain invoices and business documentation for at least 10 years).
5. Personal data and purposes under 3(vii) that precede.	Consent	Personal data will be deleted within 30 days of the account cancellation.

Regarding the retention period, your personal data are kept only for the periods of time mentioned above. At the end of these periods, your data will be permanently deleted or rendered irreversibly anonymous. Exceptions are made in cases where retention for an additional period is necessary to address any disputes, requests from competent authorities, or under applicable law.

4. Who will process your data?

Your data are processed by personnel duly trained and authorized by K-Sport. Data will only be communicated externally when it is essential for the processing purposes indicated above or to comply with a legal obligation.

Data may be transmitted by K-Sport to the following categories of recipients: email service providers, Internet Service Providers, companies specializing in IT and telematic services, companies providing customer support services, marketing service companies, companies specializing in market research and data processing, couriers, and shipping companies, as well as banking operators and consultants. Your location data will be processed through the Google Maps provider, which will act as the data processor.

These entities, adequately selected and providing suitable guarantees for compliance with personal data protection regulations, process personal data on behalf of K-Sport as data processors under a specific written designation.

Furthermore, if you achieve certain results in the Challenges and/or in the Championship, or purchase a paid subscription plan that specifically provides for this, your data may be shared with providers, agents, and scouts. For further protection, before sharing your data with such entities, we will ask you to provide consent in this regard (which, if you are a minor, must be expressed by your parent, guardian, or legal

representative). If you do not provide us with consent, we will not be able to share your data with such entities and therefore fulfill our contractual obligations.

Your data may also be visible to other users as part of your participation in Challenges and the Championship.

5. Are the data transferred abroad?

The data collected by K-Sport are stored on servers located in Italy.

If personal data are transferred outside the EU, such data will be processed in accordance with the security measures provided by the GDPR.

6. What are your rights?

Under the GDPR, you have the following rights:

Right of Access:

You have the right to request confirmation that your personal data is being processed by us. In this case, you have the right to obtain information about such personal data, in particular (i) information about the types of personal data, the purposes of processing, and the criteria for determining the retention and archiving periods, (ii) information about the recipients or categories of recipients to whom we communicate your personal data, especially recipients in third countries, and (iii) in certain circumstances, a copy of the data subject to processing.

Right to Rectification:

You have the right to obtain from us, without undue delay, the rectification of inaccurate personal data concerning you.

Right to Deletion:

You have the right to request the deletion of your data without undue delay if (i) the personal data is no longer necessary for the purposes for which it was collected or otherwise processed, (ii) your data is processed based on your consent and you withdraw your consent, (iii) you object to the processing and there are no overriding legitimate grounds for the processing, or you object to the processing, (iv) your personal data is being processed unlawfully, or (v) the deletion of your personal data is necessary to comply with a legal obligation to which we are subject.

Right to Restriction of Processing:

You have the right to request the restriction of processing. This means you can request that the purposes of processing be limited. The right to restriction exists if you (i) contest the accuracy of the personal data, (ii) the processing is unlawful and you oppose the deletion of personal data and instead request the restriction of its use, (iii) the personal data is no longer needed for the purposes of processing but is required by us, for example, for the establishment, exercise, or defense of legal claims, or (iv) you have objected to the processing, pending verification of whether our legitimate interests prevail over yours.

Right to Data Portability:

You have the right to receive the personal data concerning you that you have provided to a data controller in a structured, commonly used, and machine-readable format and the right to transmit such data to another data controller without hindrance from the original data controller.

Right to Information:

You have the right to request information about the recipients of the data to whom a rectification, deletion, or restriction of processing of your personal data has been communicated.

Right to Object:

You have the right to object at any time, for reasons related to your particular situation, to the processing of your personal data if such processing occurs for our legitimate interests, including profiling based on those interests. Further processing of your personal data will no longer take place unless we can demonstrate the existence of compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or the processing is necessary for the establishment, exercise, or defense of legal claims. You also have the right to object at any time to processing for direct marketing purposes.

Right to Withdraw Consent:

For those processing activities for which you have provided consent, you have the right to withdraw your consent at any time without affecting the lawfulness of the processing based on the consent provided before the withdrawal.

Right to Lodge a Complaint:

You have the right to lodge a complaint with the competent supervisory authority regarding the processing of your personal data or any other decision made by K-Sport.

The responsible supervisory authority is the Italian Data Protection Authority; Address: Piazza Venezia 11, 00187, Rome; Phone: +39 06.696771; Email: protocollo@gdpd.it; PEC: protocollo@pec.gdpd.it.

7. Questions or complaints

For any questions, requests to exercise the rights mentioned in point 6, or to file a complaint regarding K-Sport's compliance with applicable laws, you can contact K-Sport at the following email address: help@k-fans.com.

To ensure that our users' data is not compromised or used unlawfully, we may need to ask you for additional information before processing your request to exercise any of the rights provided. This is to verify your identity.

CONSENT

If of legal age:

Having read and understood the above information, I consent to the processing of my Personal Data for the following purposes (please check the box of interest):

- ☐ Section 4, point 2 of the Privacy Policy
- ☐ Section 4, point 5 of the Privacy Policy

If a minor:

Having read and understood the above information, I, the parent/legal guardian of the interested party, consent to the processing of the interested party's Personal Data for the following purposes (please check the box of interest):

- ☐ Section 4, point 2 of the Privacy Policy
- ☐ Section 4, point 5 of the Privacy Policy