

Privacy Policy for the iTaxi S.A. Mobile Application

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1. Information about the Data Controller

The Data Controller of personal data is iTaxi.pl S.A., with its registered office at ul. Przasnyska 6B, 01-756 Warsaw, Poland, entered into the register of entrepreneurs of the National Court Register maintained by the District Court for the capital city of Warsaw, 14th Commercial Division of the National Court Register, under number KRS: 0000922228, NIP: 1182053355, REGON: 142717162 (hereinafter referred to as the "Controller", "ITaxi", or "iTaxi.pl S.A.").

You may contact the Controller by email at: bok@itaxi.pl or by traditional mail at the address of the Controller's registered office.

In order to ensure the highest standards of personal data protection, the Controller has appointed a Data Protection Officer (hereinafter referred to as "DPO").

You may contact the DPO via email at: iod@itaxi.pl or by traditional mail at the Controller's registered office address.

2. Application User as a Consumer Client

If you are using the iTaxi mobile application as a consumer, we process your personal data for the following purposes:

- To provide electronic services in accordance with the terms and conditions, particularly to enable use of the application's features. The processing is necessary for the performance of the contract to which you are a party (Article 6(1)(b) of the GDPR);
- For marketing purposes, if you provide your consent pursuant to applicable legal acts, on the

basis of a legitimate interest (Article 6(1)(f) of the GDPR), consisting of sending marketing messages via email or SMS;

- For marketing purposes of our partners, if you provide your consent pursuant to applicable legal acts, on the basis of a legitimate interest (Article 6(1)(f) of the GDPR), consisting of sending marketing messages via email or SMS containing information about our partners;
- For security purposes, to monitor whether the application is used appropriately and to prevent abuse or criminal activity, based on our legitimate interest (Article 6(1)(f) of the GDPR) in ensuring safety;
- To provide your data to the driver for the purpose of fulfilling a ride request, limited to the minimum necessary, i.e., name, surname, and order location, which is necessary to perform the intermediary travel service contract to which you are a party (Article 6(1)(b) of the GDPR);
- To provide data to law enforcement authorities based on a legal obligation (Article 6(1)(c) of the GDPR) under Article 15 § 3 of the Criminal Code, the Police Act, or other applicable laws;
- To accept and handle complaints based on the legitimate interest of the controller (Article 6(1)(f) of the GDPR), consisting of defending against claims;
- To establish, pursue, or defend against legal claims, which constitutes a legitimate interest of the controller (Article 6(1)(f) of the GDPR);
- For accounting/tax purposes under a legal obligation (Article 6(1)(c) of the GDPR) arising from the Accounting Act, the VAT Act, or the Tax Ordinance Act;
- To deliver an e-receipt via email or SMS if consent is given pursuant to applicable legal acts, as this constitutes a legal obligation of the controller (Article 6(1)(c) of the GDPR) under the VAT Act;
- To create a map of order and driver density, based on a legitimate interest (Article 6(1)(f) of the GDPR), consisting of analyzing where drivers are located versus where orders are expected, and to share aggregated data with drivers so they can manage their operating area;
- To accept and process payments, which is necessary to perform the contract to which you are a party (Article 6(1)(b) of the GDPR). Please note that when you enter your card number, CVV code, etc., this information is not provided to iTaxi.pl S.A. but to a payment processing provider, such as Blue Media.

We process personal data until the end of service provision, and after the contract ends, until the limitation period for civil claims expires. If any claims are raised by you or iTaxi, data will be processed until final resolution of the matter. Data processed for marketing purposes will be stored until you withdraw your consent or object to processing. Data shared with authorities will be processed until shared. Data for accounting purposes is stored according to tax law requirements.

Entities that may have access to your data include:

- IT service providers, especially those supplying servers, SaaS software, and technical support;
- Marketing service providers, particularly those offering tools for automated email or SMS distribution;
- State authorities such as the police or courts;
- Drivers, to the extent necessary to perform the service.

To fully utilize the app's features, you may be required to grant permission to your device's software provider to share your location with us.

Please remember that when you provide card details or make an online payment, you are using a gateway provided by external providers (e.g., Blue Media). In such cases, you provide personal data directly to the payment operator.

Providing personal data is a contractual requirement and is voluntary. However, failure to provide the data will result in the inability to create an account and use the application's features.

3. Application User as a Business Client (Sole Proprietor)

If you are using the iTaxi mobile application as a sole proprietor, we process your personal data for the following purposes:

- To provide services electronically, specifically for creating and maintaining your account within the iTaxi mobile application, and especially to enable the use of its functionalities. Processing of personal data is necessary to perform the contract to which you are a party (Article 6(1)(b) GDPR);
- For marketing purposes, provided you have given us your consent in accordance with applicable legal provisions, based on our legitimate interest (Article 6(1)(f) GDPR), namely, sending marketing communications via email or SMS;
- For marketing activities conducted on behalf of our partners, with your prior consent in accordance with applicable legal provisions, based on our legitimate interest (Article 6(1)(f) GDPR), consisting of sending partner-related marketing communications via email or SMS;
- For safety and security purposes, including monitoring whether the app is used as intended and whether abuse or criminal activity occurs, based on our legitimate interest (Article 6(1)(f) GDPR);
- To provide your data to drivers for the fulfillment of transportation orders, but limited to the minimum necessary (i.e., name, surname, and pickup location), which is required for the performance of the intermediary transport service agreement to which you are a party (Article 6(1)(b) GDPR);
- To share your data with law enforcement authorities pursuant to a legal obligation (Article 6(1)(c) GDPR), as per Article 15 § 3 of the Criminal Code, the Police Act, or other applicable provisions;
- To receive and address complaints, based on our legitimate interest (Article 6(1)(f) GDPR), which includes defense against claims;
- To establish, pursue, or defend against legal claims, based on our legitimate interest (Article 6(1)(f) GDPR);
- For accounting and tax purposes under a legal obligation (Article 6(1)(c) GDPR), pursuant to the Accounting Act, the VAT Act, or the Tax Ordinance;
- To generate heatmaps of driver and order locations, based on our legitimate interest (Article 6(1)(f) GDPR), to analyze driver distribution in relation to order locations and provide aggregated data to drivers to help them manage their coverage areas;
- To accept and process payments, which is necessary to fulfill the contract to which you are a party (Article 6(1)(b) GDPR). Please note that card details such as the card number or CVV code are not shared with iTaxi.pl S.A. but with a third-party payment provider (e.g., Blue Media).

Personal data is processed until the termination of service and thereafter for the period necessary to satisfy civil claims. If a claim arises from either your side or iTaxi's, data will be processed until final resolution. Data processed for marketing purposes is retained until consent is withdrawn or an objection is lodged. Data processed for accounting purposes is retained for the period required by tax laws.

Entities that may access your personal data include:

- IT service providers, particularly server hosts, SaaS providers, and technical support;
- Marketing service providers, especially those providing tools for automated email or SMS campaigns;
- State authorities such as the police or the courts;
- Drivers, to the extent necessary to complete a ride request.

To fully use the application's features, your device may request permission to share your location with us.

Providing personal data is contractually required but voluntary; however, failure to provide such data will prevent the creation of an account and the use of app functionalities. Additionally, when payments are made, we may receive payment status information from payment providers.

4. Application User as an Employee of a Business Client

For the purpose of this section, the terms “employee” and “employer” are used in a general sense to denote an institutional relationship between an organization and its personnel.

If you use the iTaxi mobile application as an employee of a business client, your personal data is processed for the following purposes:

- To provide electronic services by creating and maintaining an account in the iTaxi mobile application, especially to enable access to its functionalities. The legal basis for processing is the legitimate interest of the Controller (Article 6(1)(f) GDPR), namely the provision of the service;
- For marketing purposes, provided that either you or your employer, acting as a subscriber or end user, have granted consent in accordance with applicable laws, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), namely the delivery of marketing content by email or SMS to business-related contact data;
- For marketing purposes related to our partners, under the same terms as above, with consent provided either by you or your employer in accordance with applicable laws, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- For security purposes, to ensure the application is used in accordance with its intended function and to detect abuse or criminal behavior, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- To share your data with drivers to facilitate ride execution, limited to necessary information such as name, surname, and order location, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR) in delivering transportation services;
- To share data with law enforcement authorities when legally required (Article 6(1)(c) GDPR) under Article 15 § 3 of the Criminal Code, the Police Act, or other applicable provisions;
- To receive and process complaints based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), particularly the defense against potential claims;
- To establish, exercise, or defend against legal claims, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- For accounting and tax purposes, under legal obligations (Article 6(1)(c) GDPR) arising from the Accounting Act, the VAT Act, or the Tax Ordinance;
- To create a heatmap of order and driver distribution, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), allowing for regional analysis and strategic data sharing with drivers;
- To process payments, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR),

in connection with the agreement concluded between the Controller and your employer. Please note that if you enter payment card information, such as card number or CVV code, this data is not provided to iTaxi.pl S.A., but to third-party payment processors like Blue Media.

Data provided by the business client (employer) regarding employees is processed as long as the account is active. Once the account is deleted (regardless of the reason), the data is retained for the statute of limitations period for legal claims. Data used for marketing is retained until consent is withdrawn or an objection is submitted. Data intended for law enforcement is stored until it is handed over. Accounting data is kept for the legally required period.

Entities that may access your personal data include:

- IT service providers, including server providers, SaaS providers, and technical support;
- Marketing service providers, including those offering automated email or SMS systems;
- State authorities such as courts and police;
- Drivers, to the extent necessary to complete a ride;
- Your employer.

To fully utilize the application, permission from your device's software provider may be required to share your location with us.

If you provide personal data yourself, doing so is voluntary, but may be necessary for the proper functioning of the application.

In the case of account creation by your employer, personal data such as name, surname, work email address or phone number, and other necessary registration information is provided by your employer. If we receive a request from state authorities, we may be provided with identification or location data. In case of payment, we may receive status updates from payment service providers.

5. Application User as a Representative of a Business Client

For the purposes of this section, a "representative" is defined as any individual authorized to act on behalf of a business entity, including management or personnel holding a power of attorney.

If you are registering a business account in the iTaxi mobile application as a representative of a business client, including concluding an agreement with iTaxi, your personal data is processed for the following purposes:

- To establish a business relationship with the entity you represent, based on the legitimate interest of the Controller in concluding and executing the cooperation (Article 6(1)(f) GDPR);
- To provide services electronically, specifically the creation and maintenance of an administrator account, particularly to enable the use of its functionalities. The legal basis for processing personal data is the legitimate interest of the Controller (Article 6(1)(f) GDPR), namely, delivering the service to the entity you represent;
- For marketing purposes, provided that either you or the subscriber/end user (e.g., your employer) have given consent in accordance with applicable laws, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), to send marketing messages by email or SMS to professional contact details;
- For marketing purposes related to our partners, with the same consent requirements, based

on the legitimate interest of the Controller (Article 6(1)(f) GDPR), to send promotional messages about our partners to professional contact details;

- For security purposes, to ensure the application is used appropriately and to detect misuse or criminal activity, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- To provide data to law enforcement authorities, pursuant to a legal obligation (Article 6(1)(c) GDPR), in accordance with Article 15 § 3 of the Criminal Code, the Police Act, or other legal provisions;
- To receive and process complaints, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), in defending against legal claims;
- To establish, pursue, or defend against legal claims, which constitutes a legitimate interest of the Controller (Article 6(1)(f) GDPR);
- For accounting and tax purposes under a legal obligation (Article 6(1)(c) GDPR), arising from the Accounting Act, VAT Act, or Tax Ordinance.

Your data will be processed for the duration of the agreement between iTaxi and the organization you represent, and thereafter for the period necessary to fulfill legal claims. In case of any disputes between your organization and iTaxi, the data will be retained until final resolution. Data processed for marketing will be retained until consent is withdrawn or an objection is submitted. Data provided to law enforcement will be stored until disclosed. Accounting data will be retained for the statutory period required by tax law.

Entities that may access your personal data include:

- IT service providers, including server providers, SaaS software, and technical support;
- Marketing service providers, particularly those offering tools for automated distribution of email or SMS messages;
- State authorities such as the police or courts;
- The organization you represent.

If you submit your data personally, doing so is voluntary but may be required to conclude an agreement with iTaxi and to register a business account.

As a rule, we obtain your data directly from you. Exceptionally, the organization you represent may provide necessary data for concluding an agreement, such as name, surname, personal ID number (PESEL), or contact information. If we receive a request from state authorities, we may obtain basic identification data.

6. Application User as a Driver Cooperating with iTaxi

If you use the iTaxi mobile application as a driver, your personal data is processed for the following purposes:

- To provide electronic services by creating and maintaining your account in the iTaxi mobile application, and particularly to enable full use of the application, which includes geolocation. The processing is necessary to perform the contract to which you are a party (Article 6(1)(b) GDPR);
- For automated decision-making (Article 6(1)(b) in conjunction with Article 22(2)(a) GDPR), to appropriately assign rides. More information on profiling and automated decisions is provided

in Section 15 of this privacy policy;

- To evaluate rides based on passenger ratings, based on our legitimate interest (Article 6(1)(f) GDPR), as part of the application's functionalities and intermediary transport services;
- For marketing purposes, if you consent in accordance with applicable laws, based on our legitimate interest (Article 6(1)(f) GDPR), including sending promotional emails or SMS;
- For marketing on behalf of our partners, if consent is given under applicable law, based on our legitimate interest (Article 6(1)(f) GDPR), including sending partner-related marketing content by email or SMS;
- For security reasons, to monitor proper use of the app and prevent fraud or criminal acts, based on our legitimate interest (Article 6(1)(f) GDPR);
- To provide data to passengers in order to perform a ride, in a limited scope, which is a legal obligation (Article 6(1)(c) GDPR) under Article 13b(4) of the Road Transport Act in conjunction with the Regulation of the Minister of Digital Affairs of 28 May 2020 on the mobile application used for calculating fares;
- To provide data to law enforcement authorities, based on a legal obligation (Article 6(1)(c) GDPR) under Article 15 § 3 of the Criminal Code, the Police Act, or other applicable regulations;
- To receive and handle complaints based on our legitimate interest (Article 6(1)(f) GDPR), including defense against claims;
- To establish, pursue, or defend against legal claims, based on our legitimate interest (Article 6(1)(f) GDPR);
- For accounting/tax purposes, under a legal obligation (Article 6(1)(c) GDPR), as required by the Accounting Act, VAT Act, or Tax Ordinance;
- To maintain a register of assigned transport orders, which is a legal obligation (Article 6(1)(c) GDPR) under Article 27b(3) of the Road Transport Act;
- To verify identity, driving license, and criminal record, which is a legal obligation (Article 6(1)(c) GDPR) under Article 27e of the Road Transport Act;
- To process payments, which is necessary for the performance of the contract to which you are a party (Article 6(1)(b) GDPR);
- To generate heatmaps of drivers and ride demand, based on our legitimate interest (Article 6(1)(f) GDPR), to allow drivers to manage their active area effectively.

Personal data is processed until the end of the cooperation, and then for the duration of civil law claim limitation periods. If a legal claim arises, data is processed until the final resolution of the dispute. Marketing data is stored until consent is withdrawn or an objection is filed. Data processed for law enforcement is kept until shared. Accounting data is stored as required by tax laws. Data for ride records, identity verification, and legal compliance is stored as required by the Road Transport Act. If processing is based on consent, data is processed until it is withdrawn. Ratings submitted by passengers are kept until replaced (after 20 new ratings).

Entities that may access your data include:

- IT service providers (servers, SaaS, technical support);
- Marketing software providers (email/SMS automation tools);
- State authorities (e.g., police, court);
- Passengers, to the extent necessary for the ride;
- Payment service providers.

To fully use the application, you may need to allow your device to share your location.

Providing personal data is a contractual and legal requirement. Failure to provide the required data will

prevent the conclusion of the agreement, account creation, and access to app functionalities.

If a request is received from authorities, we may receive basic identification or location data. We may also receive data from passengers regarding ride ratings or complaints. Geolocation data is collected during use, until logout or account deletion.

You have the right to request human intervention from the Controller, express your point of view, and challenge any decision made solely through automated means (see Section 15). You can do so by emailing us at: kierowca@itaxi.pl and stating your position.

7. Application User as a Driver Cooperating with a Fleet

If you use the iTaxi mobile application as a driver cooperating with a fleet, your personal data is processed for the following purposes:

- To provide electronic services by creating and maintaining an account in the iTaxi mobile application, and particularly to enable full use of the application, which includes geolocation. This processing is necessary for the performance of a contract to which you are a party (Article 6(1)(b) GDPR), i.e., the regulations;
- For automated decision-making (Article 6(1)(b) in conjunction with Article 22(2)(a) GDPR), in order to appropriately assign rides. More information about profiling and automated decision-making is provided in Section 15 of this policy;
- To evaluate completed rides based on passenger ratings, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), which relates to the application's functionalities and provision of intermediary ride services;
- To impose penalties, in accordance with the agreement between you and the Controller in the form of regulations (e.g., in case of accepting but not completing a scheduled ride), as necessary for the performance of the contract (Article 6(1)(b) GDPR);
- For marketing purposes, with your consent given under applicable law, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), such as sending email or SMS marketing communications;
- For partner marketing, with your consent, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), including sending marketing messages containing information about our partners;
- For security reasons, to ensure the application is used correctly and to detect any abuse or criminal activity, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- To provide passenger information to fulfill the ride, in a limited scope, as required by legal obligations (Article 6(1)(c) GDPR), specifically Article 13b(4) of the Road Transport Act and the Regulation of the Minister of Digital Affairs of 28 May 2020 regarding the mobile app used for calculating passenger transport fees;
- To provide data to law enforcement authorities under a legal obligation (Article 6(1)(c) GDPR), pursuant to Article 15 § 3 of the Criminal Code, the Police Act, or other applicable provisions;
- To accept and handle complaints, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), including the defense against legal claims;
- To establish, pursue, or defend against legal claims, which is a legitimate interest of the Controller (Article 6(1)(f) GDPR);
- For accounting and tax purposes, under legal obligations (Article 6(1)(c) GDPR), as required by the Accounting Act, VAT Act, or the Tax Ordinance;
- To maintain a register of transport assignments, which is a legal obligation (Article 6(1)(c) GDPR), under Article 27b(3) of the Road Transport Act;
- To verify identity, driving license, and criminal record, as required by law (Article 6(1)(c) GDPR);

GDPR), under Article 27e of the Road Transport Act;

- To process payments, which is necessary for the performance of the contract to which you are a party (Article 6(1)(b) GDPR);
- To create maps of driver and order density, based on the Controller's legitimate interest (Article 6(1)(f) GDPR), to analyze regional driver coverage and share aggregated data to help drivers optimize their area of operation.

Your data is processed until the end of cooperation with the fleet and for the duration of the statute of limitations for legal claims. If legal claims are filed by you or against you, data is retained until final resolution. Marketing data is retained until consent is withdrawn or objection is raised. Data for law enforcement is retained until shared. Accounting, verification, and ride registry data is stored as long as required by the Road Transport Act. Data based on consent is stored until consent is withdrawn. Passenger ratings are retained until replaced, which occurs after 20 new reviews are submitted.

Entities that may access your personal data include:

- IT service providers, including servers, SaaS platforms, and technical support;
- Marketing service providers, including email and SMS automation tools;
- Government authorities (e.g., police, courts);
- Passengers, to the extent necessary to fulfill the ride request;
- Payment service providers.

To fully use the app, you may need to grant your device permission to share your location with iTaxi.

If you create the account yourself and provide your personal data, such provision is contractually and legally required. Failure to provide the data will prevent the conclusion of a contract, account creation, and use of app functionalities.

If the fleet you cooperate with registers your account, we obtain personal data from the fleet. In such a case, we may receive full data required for identity, license, and criminal background verification, as well as your contact details. We may also receive feedback from passengers (e.g., ratings or complaints), and geolocation data during app usage, until logout or account deletion.

You have the right to obtain human intervention from the Controller, express your viewpoint, and challenge automated decisions (see Section 15). You can do this by emailing: kierowca@itaxi.pl and explaining your position.

8. Application User as a Voucher Recipient or Guest

If you use the iTaxi mobile application as a voucher recipient or as a guest, your personal data is processed for the following purposes:

- To provide ride intermediation services on behalf of the ordering party, i.e., to fulfill a transportation request. The legal basis for processing is the legitimate interest of the Controller (Article 6(1)(f) GDPR), consisting of providing services on behalf of the requester;
- For security purposes, to ensure that the application is used in accordance with its intended function and to detect abuse or criminal activity, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- To provide your data to the driver in order to complete the ride, limited to the minimum required—i.e., name, surname, and the pickup location—which constitutes a legitimate interest

- of the Controller (Article 6(1)(f) GDPR) to enable transportation services;
- To provide data to law enforcement authorities pursuant to a legal obligation (Article 6(1)(c) GDPR), under Article 15 § 3 of the Criminal Code, the Police Act, or other binding regulations;
- To receive and process complaints, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), particularly to defend against claims;
- To establish, pursue, or defend against legal claims, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR);
- For accounting and tax purposes, under a legal obligation (Article 6(1)(c) GDPR), pursuant to the Accounting Act, VAT Act, or the Tax Ordinance;
- To create maps of driver and order density, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), involving analysis of driver distribution in relation to ride requests and sharing aggregated data with drivers to improve operational efficiency.

Personal data is processed until the completion of the ride order, and afterward, for the period required to satisfy potential civil law claims. If any claim arises on your part or from iTaxi, your data will be processed until the final resolution of the matter. Data processed for legal obligations (e.g., for law enforcement) is retained until shared. Accounting-related data is retained for the duration required by tax regulations.

Entities that may access your personal data include:

- IT service providers, including servers, SaaS software, and technical support;
- Marketing service providers, particularly automated email or SMS systems;
- Government authorities (e.g., police, courts);
- Drivers, to the extent necessary to complete the ride;
- The entity that issued the voucher or placed the ride request.

To fully use the application's functionality, your device may request permission to share your location.

The personal data, such as name, surname, email address, and phone number, is provided to iTaxi by the person or organization that purchased the voucher or requested the ride on your behalf.

If we receive a request from government authorities, we may be provided with basic identification or location data. We may also receive information from passengers regarding the quality of a ride or complaints.

9. Application User Who Did Not Complete Account Registration

If you begin the account registration process in the iTaxi mobile application but do not complete it, your personal data (to the extent entered during the initial registration attempt) will be processed for a period of one week. The purpose of this processing is to contact you to understand the reason for not completing the registration and to offer assistance.

The legal basis for this processing is the legitimate interest of the Controller (Article 6(1)(f) GDPR), which lies in supporting the completion of the registration process and thereby concluding a contract for the provision of electronic services.

Entities that may access your personal data include:

- IT service providers, particularly those responsible for servers, SaaS software, and technical

- support;
- Providers of automated email or SMS messaging tools used to enhance our operations (e.g., communications related to the terms and conditions).

Providing personal data in this case is voluntary.

10. Application User Not Using Ride Features

If you are using the iTaxi mobile application and you are not a guest, not using a voucher, and are neither a passenger nor a driver, then as a general rule, your personal data is not processed, except for the following:

- Analytical purposes, as outlined in the section on cookies;
- Application security purposes, to ensure the proper functioning and safety of the mobile application.

These purposes are pursued based on the legitimate interest of the Controller (Article 6(1)(f) GDPR).

11. Data Subject Submitting a GDPR Request

If you submit a request to iTaxi under the provisions of the General Data Protection Regulation (GDPR), your personal data will be processed for the following purposes:

- To register, analyze, and respond to your request (Article 6(1)(c) GDPR), as this is necessary to fulfill the legal obligation imposed on the Controller.

Providing your personal data is voluntary. However, failure to provide such data may result in our inability to respond due to the lack of sufficient identification.

Your personal data will be retained for a period corresponding to the statute of limitations for potential claims.

12. Call Center

If you contact our Call Center—regardless of whether you are a driver, passenger, or another user, and regardless of whether you connect via telephone or through the mobile application—your call may be recorded. The recording will be used for the following purposes:

- For complaint resolution purposes, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), which includes establishing, pursuing, or defending against legal claims;
- To accept and process ride orders, as this is necessary for the performance of a contract (Article 6(1)(b) GDPR), i.e., the provision of ride intermediation services;
- To improve our business processes and tools, based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), which is business development.

If you use the ride intermediation service via the Call Center, we may store information about your recent locations to improve our service and suggest these locations in future calls. We will retain information about your last three locations along with your phone number for 180 days.

We may also process personal data provided during the call. The purpose and legal basis for processing will depend on the content of the conversation and the nature of your request.

Call recordings are stored for 110 days.

Entities that may access the data include:

- Providers of systems used for managing ride order statuses;
- Providers of automated voice assistant technologies involved in the call handling process.

Providing personal data in this context is voluntary.

13. Cookies and Similar Technologies

If you are a user of the mobile application and you consent—pursuant to applicable legal provisions—to the use of analytical cookies or similar technologies, your personal data will be processed for the following purposes:

- For analytical purposes, to enable various functions and analyze user behavior, such as the origin of traffic or advertising effectiveness. This processing is based on the legitimate interest of the Controller (Article 6(1)(f) GDPR), which includes gathering statistics, improving functionality, and enhancing the quality of the application;
- For security purposes, to monitor whether the application is used properly and to prevent abuse or criminal activities, also based on the legitimate interest of the Controller (Article 6(1)(f) GDPR).

Providing personal data and granting consent is voluntary. You may withdraw your consent at any time by deleting cookies from your device. Please note that withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Personal data is processed until you object or withdraw your consent given under applicable legal acts.

Entities that may access your data include IT and system providers, in particular:

- Cookie providers;
- Advisory and marketing companies.

Below are details of iTaxi's cooperation with Google in relation to data protection and analytics/marketing tools:

- [iTaxi's cooperation with Google on data protection](#)
- [Google's data sharing terms with measurement service account owners](#)
- [Data security information from Google](#)

- [How Google uses data from sites and apps that use its services](#)

Disabling Cookies and Withdrawing Consent

You can withdraw your consent by emailing iod@itaxi.pl or by adjusting your device's settings. You may also delete cookies and similar technologies directly in your device's browser or application settings.

14. Transfer to a Third Country

In connection with the use of analytical tools based on cookies or similar technologies, there may be a transfer of personal data to the United States (USA). This occurs due to the use of tools provided by Google.

Further information regarding the transfer of personal data and the applicable data transfer frameworks is available at the following link:

[Google Ireland Limited's policy on data transfers to third countries](#)

These transfers are carried out in accordance with the safeguards and legal mechanisms provided under the General Data Protection Regulation (GDPR), including Standard Contractual Clauses (SCCs) adopted by the European Commission.

15. Profiling and Automated Decision-Making

As part of the use of cookies and similar technologies provided by third parties, profiling may occur for the purpose of tailoring advertisements to individual users. More information on this subject can be found in the privacy policies of relevant service providers, such as Google:

[Google Privacy Policy](#)

Additionally, in the scope of assigning specific ride orders to drivers, **automated decision-making** is employed. This involves evaluating various parameters, such as:

- The driver's current location,
- Passenger ratings,
- Achievements (e.g., earned badges),
- Imposed penalties, etc.

A complete list of parameters and their influence is outlined in the contractual section titled "Positioning."

As a result of automated decision-making, a driver **may or may not be assigned** a specific ride order. The processing of such data—including profiling—is necessary for the provision of the service, particularly to:

- Analyze performance,
- Optimize operations,
- Detecting and eliminating errors.

If you are subject to automated decision-making, you have the right to:

- Request human intervention,
- Express your point of view,
- Contest the decision.

You can exercise this right by contacting: **kierowca@itaxi.pl**, including your position on the matter.

16. Rights of the Data Subject

In connection with the processing of personal data, every individual whose data is processed has the following rights:

- The right to access their data,
- The right to rectification,
- The right to erasure ("right to be forgotten"),
- The right to restriction of processing,
- The right to object to processing,
- The right to data portability.

You also have the right to withdraw your consent to the processing of personal data at any time, if the processing is based on your consent. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

You have the right to lodge a complaint with the supervisory authority—the **President of the Personal Data Protection Office (PUODO)**. However, as the authority recommends, before filing a complaint, you should first exercise your rights with the data controller.

You can do this by contacting us via email at: **iod@itaxi.pl**