Privacy Policy BikeCoders

Last modified on: March 3, 2026

BikeCoders takes your privacy extremely seriously and has designed this platform with "Privacy by Design" and "Privacy by Default" as a core principle. In this statement, we transparently explain how we handle your personal data.

Contact Details & Data Controller:

- **Company:**   BikeCoders
- **Address**:   Frederik Hendrikstraat 34, 1623 JX Hoorn, The Netherlands
- **Website**:   https://bikecoders.life
- **Phone number**:   +31 6 115 329 84
- **Email address**:   info@bikecoders.life

Data Protection Officer (DPO)

Our Data Protection Officer oversees the application and compliance of privacy legislation within our application. For all questions regarding your data, your privacy, or exercising your rights, you can contact them directly:

- **Name DPO**:   Xander Koevoet
- **Email address DPO:** management@bikecoders.life

1.Which personal data do we process?

We process your personal data because you use our services and/or because you provide this data to us yourself. Below is an overview of the personal data we process:

- First and last name
- Email address and phone number
- Company details (such as company name, address, and VAT number) for business clients
- Account details (username and password)
- Device and browser data (anonymized, see section 5)

2. Special and/or sensitive personal data

Within our web application, we process data relating to your health and physical performance (such as heart rate, speed, and ride data). Because this is considered special category personal data under the GDPR, we process this information exclusively after your explicit and active consent when creating an account. For this reason, creating an account is strictly limited to individuals aged 16 and older.

We use your identifiable personal data solely to provide you with the application's functionalities. For any other analytical purposes, we rely exclusively on the fully anonymized statistics derived from this data (as further explained in section 4).

3. For what purpose and on what basis do we process personal data?

We process your personal data for the following purposes:

- **Performance of a contract**: To deliver our web applications and offer you the ability to create an account, as well as to execute custom development projects, provide business services, and maintain communication with our business clients.

- **Consent**: For processing your health and performance data (ride data).

- **Legitimate interest**: To secure our website and analyze its operation via anonymous statistics.

- **Legal obligation**: To comply with administrative and tax obligations (such as retaining invoices for the Tax Authorities).

We do not use automated decision-making or profiling.

4. Data Retention Periods and Inactivity

We retain your personal and health data only for as long as your account is active. We apply the following strict policy for this:

- If you do not log in for a period of 12 months, we will send you an email asking if you wish to keep your account active.

- If you confirm, your account will remain active for another 10 months, after which you will receive a second reminder.

- If you decline, or do not respond to our email within 2 months, your account and all associated personal and ride data will be permanently deleted from our servers. This applies to both paid and free accounts.

Please note: We may retain completely anonymized and aggregated statistics (such as total distances ridden on the platform) for analytical purposes. This aggregated data can no longer be traced back to you as an individual in any way.

5. Analytics and Device Data

To understand how our website and application are used, we use a privacy-friendly, self-hosted analytics tool. Although our server briefly processes your browser type, device type, and an anonymized version of your IP address to count unique visitors, we do not store this raw personal data. Instead, this information is immediately made unreadable (hashed) using a regularly changing code. This creates a completely anonymous visitor ID that cannot be traced back to you as an individual. We do not use tracking cookies, and your data never leaves our secure servers.

Cookies and Authentication

We exclusively use technical and functional cookies (or similar technologies such as local storage). To keep you securely logged into the application, we use functional session tokens (JWT). These are strictly necessary for the operation of the application and are not used to track your behavior across other websites. Because we do not use tracking cookies, a cookie banner is not required.

6. Sharing data with third parties

We do not sell your data to third parties and will only provide it if this is necessary for the execution of our agreement with you (for example, to our server hosting providers, Hetzner Online GmbH and Scaleway SAS) or to comply with a legal obligation.

Payment Processing:
To securely handle financial transactions and discount codes, we use an external payment provider (Stripe). We do not store sensitive payment details (such as credit card numbers) on our own servers; we solely register the payment status (successful/failed) of your account.

We conclude a data processing agreement with companies that process your data on our behalf to ensure the same level of security and confidentiality. BikeCoders remains responsible for these processing operations.

Business Transfer or Merger (Our Privacy Promise):
Should BikeCoders, the Teneo application, or any part thereof be sold to or merge with an external third party (outside the current ownership/family) in the future, we will never automatically transfer your personal and health data as a commercial asset. In such an event, you will be notified in advance and we will ask for your new, explicit consent to transfer your account to the new owner. If you do not grant this consent, your data will be securely and permanently deleted. *(Please note: an internal change to our corporate structure, under the same management, is not covered by this).*

7. Data Security and Location Privacy (GPS Masking)

We take the protection of your data seriously and take appropriate measures to prevent misuse, loss, unauthorized access, and unwanted disclosure. Among other things, we use secure network connections (HTTPS), encryption, and strict access controls on our own servers.

Location Privacy (GPS Masking): To protect your privacy and residential location, our platform automatically removes the exact GPS coordinates of the first and last 2 kilometers of every uploaded ride. Although the total distance is calculated and retained for your personal performance statistics, the specific geographic trail at your start and end points is permanently deleted from our servers.

View, modify or delete data (Your Rights)

You have the right to view, correct, or delete your personal data. Because we distinguish between users of our applications and business relations of BikeCoders, we offer the following options:

For App users (Self-service via the app): We have built the exercise of your rights directly into our applications. Within your account settings, you can at any time:

- View and download all your stored data – including your profile data, ride and health data, leaderboard statistics, and regions you created – in a common format (data portability).

- Permanently delete your account and all associated personal, profile, and ride data (right to be forgotten).

Please note: As mentioned earlier, completely anonymized and aggregated statistics will be retained, as these can no longer be traced back to you in any way.

For Business Relations and Other Requests (BikeCoders):
Is your data processed because you are a business relation of BikeCoders (for example, for invoicing or project management), or are you unable to exercise your rights via the application settings? Then you can send a request for inspection, correction, deletion, or transfer of your personal data to handlebar@bikecoders.life. We will respond to your request as quickly as possible, but no later than within four weeks.