

## **Privacy Policy – StepUp Newsletter**

**Last updated: May 15, 2025**

This privacy notice is provided in accordance with Article 13 of Regulation (EU) 2016/679 (“GDPR”) and concerns the processing of personal data collected via the Tally form for subscribing to the StepUp newsletter.

### **1. Data Controller**

The data controller is Francesco Fantasia, founder of StepUp. Contact: francescofantasia@stepup-fitness.com

### **2. Data Collected**

We collect only the email address voluntarily entered by the user in the Tally form.

### **3. Purpose of Data Processing**

The email address provided will be used solely to send a weekly newsletter with updates, content, and news about StepUp and the world of fitness and artificial intelligence.

### **4. Legal Basis**

The processing is based on the user’s consent, given by selecting the appropriate checkbox in the subscription form.

### **5. Processing Methods**

Data is processed securely using automated tools. We use Substack to manage and send the newsletters.

### **6. Data Retention**

Data will be stored until the user withdraws consent, which can be done at any time via the unsubscribe link included in each email.

### **7. User Rights**

Users may exercise their rights (access, rectification, deletion, restriction, objection) by writing to francescofantasia@stepup-fitness.com

### **8. Data Transfers**

Data may be transferred to the United States through Substack, which ensures an adequate level of data protection.

### **9. Changes to This Policy**

We reserve the right to modify this privacy notice. Any changes will be published on this page.

### **Contact:**

For privacy-related inquiries: francescofantasia@stepup-fitness.com