

Type of data	Data collection platform	Reason for data collection	Processing	Data storage location	Storage period	Person responsible for data	Consent Yes/No
E-mail address	App	Commercial - using the app and device	Exclusively for downloading the app and getting the readings by using the Vitastiq device	Amazon server database	5 years	DPO	Yes
E-mail address	Web Shop	Commercial – Purchasing of the device	Communication about the Vitastiq purchase realization and transactions	Internal 'Imago' database	Same as for other data related to accounting and bookkeeping documents – 5 years	Executor, grade I	Yes
E-mail address	Newsletter	Commercial – News updates	Vitastiq latest news, sales and promotions, etc.	Internal 'Imago' database	5 years	Executor, grade I	Yes
Vitamin readings obtained with the Vitastiq device	App	Science/Development – Improvement of the product, scientific research	Through the Vitastiq device, the data is being anonymized. The location is being saved together with the readings	Amazon server database	5 years	DPO	Yes
First and last name	App	Commercial - use of the device	Voluntary, not required	Amazon server database	5 years	DPO	Yes
First and last name, address, contact information	Web Shop	Commercial – device purchasing; Legal – invoicing	Creating a commercial invoice; organizing delivery	'Imago' database	10 years – in accordance with the accounting related legislation and customs documentation	Executor, grade I	Yes

Gender	App	Science and development – product improvement	Voluntary, not required	Amazon server database - anonymized	5 years	DPO	Yes
Card number	Web Shop	Commercial – device purchasing	Order processing and payment	'Imago' database	10 years -- in accordance with the existing accounting-related legislation and customs documentation	Executor, grade I	Yes
A voice recording	App	This permission is for the mic use (the voice itself is not being recorded or saved)	Pertains only to the 1st version of Vitastiq – it is not being used anymore but the access to the mic is still required	Amazon server database	Not applicable	DPO	Yes