

Privacy Policy

Privacy Policy for the Tunerra application and websites

Business name	TUNERRA
Business address	Hungary, Budapest, 1192, Gutenberg krt. 16 Fsz. 2
Contact email	hello@tunerra.com, support@tunerra.com
Websites	https://tunerra.app / https://tunerra.eu
Effective date	7 March 2026

1. Scope and controller

This Privacy Policy explains how TUNERRA collects, uses, stores, shares, and protects personal data when you use the Tunerra websites and application at <https://tunerra.app> and <https://tunerra.eu>, create an account, upload vehicle photos, save builds, generate AI images, search shops, use support channels, or interact with related services.

For the purposes of applicable data-protection law, including the General Data Protection Regulation (GDPR), TUNERRA is the controller of the personal data described in this Privacy Policy. You can contact us at hello@tunerra.com or support@tunerra.com, or by post at Hungary, Budapest, 1192, Gutenberg krt. 16 Fsz. 2.

2. Personal data we collect

We collect personal data in the following categories, depending on how you use the Service:

- Account and identity data, such as email address, login credentials, user identifier, email-verification status, and authentication-provider details.
- Vehicle and build data, such as make, model, year, trim, engine, transmission, drivetrain, selected upgrades, hidden upgrades, plan usage, and Garage metadata.
- Uploaded content, such as photos of your vehicle and related prompts or instructions you provide for recognition or AI image generation.
- Generated content, such as AI-generated or AI-edited vehicle images and related generation metadata.
- Usage and analytics data, such as event logs, feature usage, screen views, button clicks, plan-limit events, approximate device/browser information, error states, timestamps, and server logs.
- Preference and local-device data, such as saved app settings, toggles, display options, local storage records, current build selections, and cached convenience data stored in your browser.
- Location-related data that you provide, such as postcode, city, search radius, geocoding input, or coordinates needed to search for nearby shops.
- Commercial and billing data, such as plan type, subscription status, billing period, quota status, and payment-processor records necessary to manage paid plans. We do not intentionally store full card numbers ourselves.

- Support and communications data, such as messages you send to us and any information you choose to include in support requests or account inquiries.

3. Sources of data

We collect personal data directly from you, automatically from your use of the Service, from your device or browser, from authentication and infrastructure providers, from analytics and mapping providers, and from payment or subscription processors where relevant.

4. Why we process your data and our legal bases

We process personal data only where we have a valid legal basis. Depending on the context, the legal bases we rely on include performance of a contract, legitimate interests, consent, and compliance with legal obligations.

- To create and manage accounts, authenticate users, and provide core app functionality: contract.
- To analyze uploaded vehicle photos, generate recommendations, create AI-edited images, and save builds in the Garage: contract.
- To operate the app, monitor performance, prevent abuse, troubleshoot, secure the platform, and improve user experience: legitimate interests.
- To measure usage through analytics technologies where required by law and implemented with consent controls: consent and/or legitimate interests, depending on the technology and jurisdiction.
- To process subscriptions, enforce plan limits, maintain financial records, and respond to fraud or chargeback issues: contract, legitimate interests, and legal obligations.
- To respond to support requests, legal claims, and compliance obligations: legitimate interests and legal obligations.

5. Sensitive data and user responsibility

We do not intentionally request or need special-category personal data for normal use of the Service. Please do not upload personal documents, payment cards, government identifiers, medical information, or photos that focus on identifiable faces, license plates, or other personal details unless strictly necessary and lawful. If you include personal data in uploaded images or support messages, that information may be processed to provide the feature you requested.

6. AI processing and external service providers

To deliver parts of the Service, we use external providers that may process personal data on our behalf or as independent controllers depending on the feature. Based on the current Service architecture, these providers may include infrastructure and database services such as Supabase; analytics services such as Google Analytics; mapping and place-search services such as Google Maps Platform and Google Places; AI or model providers such as OpenAI and Anthropic; API and marketplace-data providers such as RapidAPI; and payment or checkout providers when subscriptions are enabled.

When you click an outbound Amazon, eBay, Google Shopping, merchant, or installer link, the third party receives information directly from your browser or device under its own privacy notice. Purchases and interactions completed on those external sites are not controlled by TUNERRA.

7. How long we keep data

We keep personal data for no longer than necessary for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

- Account data is generally kept while your account remains active and for a reasonable period afterward to handle security, fraud prevention, dispute resolution, backups, and legal compliance.
- Garage items, uploaded vehicle photos, and generated images are generally kept until you delete them, delete your account, or ask us to remove them, subject to limited backup and log-retention cycles.
- Usage logs and analytics records are typically kept only for as long as needed for security, diagnostics, product improvement, and reporting.
- Billing, tax, and anti-fraud records may be kept for longer where law or legitimate business requirements require it.

8. Sharing data

We do not sell your personal data for money. We share personal data only as needed to operate the Service, comply with law, protect rights, or complete transactions you request.

- With hosting, infrastructure, storage, analytics, AI, mapping, authentication, support, and payment service providers acting for us.
- With legal, regulatory, law-enforcement, tax, or supervisory authorities where required by law or where necessary to protect rights, safety, or the integrity of the Service.
- With professional advisers or counterparties in connection with audits, financing, insurance, disputes, or a business transfer, subject to appropriate confidentiality arrangements.
- With third-party marketplaces, merchants, or shops only when you intentionally leave the Service or ask us to connect you to them.

9. International transfers

Our providers may process data in countries outside Hungary or outside the European Economic Area. Where required, we take steps intended to ensure an appropriate level of protection for transferred personal data, such as relying on adequacy decisions, contractual safeguards, or other lawful transfer mechanisms.

10. Security

We use reasonable technical and organizational measures designed to protect personal data against unauthorized access, loss, misuse, and alteration. However, no internet or storage system is completely secure, and we cannot guarantee absolute security.

11. Your rights

If the GDPR or similar laws apply to you, you may have the right to request access, rectification, erasure, restriction, objection, portability, and, where processing is based on consent, withdrawal of consent at any time. These rights are not absolute and may be limited where law allows or requires.

12. Exercising rights and complaints

To exercise privacy rights or make a privacy request, contact us at hello@tunerra.com or support@tunerra.com. We may need to verify your identity before acting on a request. If you are in Hungary or the European Union and believe your rights have been violated, you may lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (NAIH) or with your local data-protection authority.

13. Children

The Service is not directed to children who are below the age at which they can lawfully consent to the use of the Service in their jurisdiction. We do not knowingly collect personal data from children in violation of applicable law.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The updated version becomes effective when posted, unless a later date is stated. Material changes will be communicated where appropriate.

15. Contact

Privacy questions may be sent to hello@tunerra.com or support@tunerra.com, or by post to TUNERRA, Hungary, Budapest, 1192, Gutenberg krt. 16 Fsz. 2.