

Privacy Policy

Fitoro | Version 1.0 | Effective October 21, 2026

This Privacy Policy explains what personal information Fitoro LLC, a Pennsylvania limited liability company ("Fitoro," "we," "us") collects through the Fitoro website and app (the "Platform"), how we use and share it, and the choices you have. It applies to Gym-Goers and Gym Owners. By using the Platform you acknowledge this Policy.

1. Information We Collect

Information you give us:

- Account details: name, email address, phone number, password or login credentials, and your role (Gym-Goer or Gym Owner).
- Gym-Goer information: tour bookings (gym, date, time), optional preferences you choose to enter such as a health insurance network or an employer or corporate discount program, and any messages or notes you send.
- Gym Owner information: gym name, address, business contact details, equipment, amenities, hours, photos, prices, insurance networks accepted, discount programs, and tour availability.
- Communication preferences, including whether you opted in to marketing email.

Information collected automatically: IP address, device and browser type, operating system, app version, language and locale, user agent, log data, and the pages and features you use.

Legal acceptance records: when you accept our Terms of Service, Privacy Policy, or Gym Partner Agreement, we record which version, the date and time, and technical details such as your IP address, device, and app version, so we can show what you agreed to.

We do not ask you for medical records or health history. However, choosing an insurance network or fitness-related preferences could indirectly reveal information about you. You can choose not to provide optional information. If we later collect health or fitness data, we will update this Policy and ask for any consent the law requires.

2. How We Use Information

- To create and manage accounts, authenticate you (including by sending login codes), and secure the Platform.
- To operate bookings: showing your tour request to the gym, sending confirmations, reminders, and changes.
- To display gym listings and run the directory, including the master lists of amenities, equipment, insurance networks, and discount programs.
- To communicate with you about your account, legal notices, and, if you opt in, news and promotions.
- To keep records of legal acceptances and administrative actions, prevent fraud and abuse, enforce our Terms, and comply with law.
- To maintain and improve the Platform, fix problems, and analyze usage.

We do not use your information for purposes materially different from these without notifying you and, where required, getting your consent.

3. How We Share Information

With gyms. If you book a tour, we share the details the gym needs to host it (for example your name, contact information, and booking time) with that gym. Gym Owners may use this information only to run and follow up on that tour, as required by the Gym Partner Agreement. Gym Owners are responsible for their own handling of information they receive.

With service providers who help us operate the Platform under contract, such as email delivery (we use Resend), cloud hosting and storage, and analytics. They may use your information only to provide services to us.

For legal reasons: to comply with law, respond to lawful requests, enforce our Terms, or protect the rights, safety, and property of Fitoro, users, or others.

In a business transfer, such as a merger, acquisition, or sale of assets, in which case we will require the recipient to honor this Policy.

With your direction or consent.

We do not sell your personal information, and we do not share it with third parties for their own advertising. If this changes, we will update this Policy first.

4. Email and Other Communications

We send account and service messages (login codes, password resets, booking notices, security and legal notices) as needed to operate your account; these are not optional while you hold an account. We send marketing email only if you opt in, and you can withdraw consent at any time through the unsubscribe link or your settings.

5. Cookies and Similar Technologies

We use cookies and similar technologies to keep you signed in, remember preferences, and understand how the Platform is used. You can control cookies in your browser settings, but some features may not work without them.

6. How Long We Keep Information

We keep personal information for as long as your account is active and as needed to provide the Platform, resolve disputes, enforce our agreements, and meet legal obligations. When you delete your account, we delete or anonymize your personal information, except that we keep a limited record of the legal documents you accepted (your user ID, document versions, timestamps, and document fingerprints, without your name, email, or IP address) and administrative action logs for up to three (3) years to defend against legal claims and demonstrate compliance. Backups are overwritten on a regular schedule.

7. Your Choices and Rights

You can access and update your account information in the Platform, opt out of marketing emails at any time, and ask us to delete your account.

Depending on where you live (for example California, other U.S. states, or the European Economic Area and United Kingdom), you may have rights to access, correct, delete, or receive a copy of your personal information, to object to or restrict certain uses, and to withdraw consent. To exercise these rights, contact us at admin@fitoro-gyms.com. We may need to verify your identity, and we will not discriminate against you for exercising your rights. You may also have the right to complain to your local data protection authority.

8. Security

We use reasonable administrative, technical, and organizational measures to protect personal information, including access controls and tamper-evident logging of legal acceptances and administrator actions. No system is completely secure, so we cannot guarantee absolute security. Please protect your login credentials and codes.

9. Children

The Platform is for people 18 and older. We do not knowingly collect personal information from anyone under 18. If you believe a minor has given us information, contact us and we will delete it.

10. International Users

We are based in the United States, and your information may be processed and stored in the United States. By using the Platform, you understand your information may be transferred to and processed in the United States.

11. Changes to This Policy

We may update this Policy from time to time. We will post the new version and, for material changes, require you to review and accept it in the app and may notify you by email. We keep prior versions on file.

12. Contact Us

Fitoro LLC, a Pennsylvania limited liability company | admin@fitoro-gyms.com