



Pure Motion Fitness Privacy Policy

Last Updated: March, 2021

At Pure Motion Studios cc, trading as Pure Motion Fitness, we respect your privacy and are committed to maintaining your trust. This privacy policy ("Privacy Policy") applies to anyone that visits our sites and users of the Pure Motion Fitness Services.

This Privacy Policy describes our practices and your rights in connection with information that we collect, use, or disclose through various platforms.

- Our consumer-facing mobile application ("Pure Motion Fitness"),
- Our consumer-facing website ("puremotionfitness.co.za")
- Our social media pages, Instagram, twitter or any other social media that we use.
- HTML-formatted email messages that we send to you that link to this Privacy Policy, (Mailchimp)
- Any other products and services offered through any other venues, websites and mobile applications that direct you to this Privacy Policy.

Collectively the "Pure Motion Fitness Services".

When you access or use the Pure Motion Fitness Services, you agree to the terms and conditions of this Privacy Policy and that the information contained in this Privacy Policy serves as notification to you at or before the point of collection for all your information collected as described below.

1. Defined Terms

The following terms will have the meanings indicated below.

"End User" means any person who interacts with the Pure Motion Fitness Services, including users of our mobile applications such as the Pure Motion Fitness App, and

individual people who book appointments, purchase services and otherwise interact with our Subscribers through the Pure Motion Fitness Services.

“Extra Information” is any information that does not reveal your specific identity or does not relate to an individual, such as usage data not linked to any unique identifiers.

“Personal Information” means any information captured that relates to or about an person where applicable. This may include information such as name, address, mobile number, e-mail address or any personal additional information.

“A Subscriber” is any business or entity that subscribes to (or otherwise accesses or uses) our Software Service, including any staff, employees, consultants, advisors, or independent contractors accessing the Pure Motion Fitness Services on the Subscriber’s behalf.

Sometimes, we use the term “information” in this Privacy Policy, which may refer to either Personal Information or Other Information, depending on the context.

Pure Motion Fitness “Services” consist of any web related services, class booking services and any payment integration services via our Pure Motion Mobile Application or any information sent out to our data base via email or on any social media platforms like Facebook, Instagram or any other related services that we offer in studio.

2. Classification of Personal Information

Your personal Information we collect varies depending upon the nature of the Pure Motion Fitness Services provided or used and our interactions with individuals, Personal Information we may collect or obtain includes:

- Contact details (e.g., name, address, email, telephone number, which may include third party emergency contact information),
- Your personal details might include (e.g., date of birth, education, nationality),
- Financial and transaction data (e.g., purchase history, account information, information, including credit card information etc.),
- Other Pure Motion Fitness Services related data (e.g., customer requests, statistics, etc.),
- Your geolocation data with your permission (e.g. geolocation data sent via a mobile device),
- Online identifiers (e.g. IP address, Device IDs, etc.), and
- Cookie-related analytics

3. Information we collect

- We collect your information through our Pure Motion Fitness Services and we collect information about you whenever you use the Pure Motion Fitness Services, for example:
 - If you are an End User, when you create an account on the Pure Motion Fitness App or through puremotionfitness.co.za, we may ask for Personal Information such as your name, email and postal address, social media account ID, and Other Information you may provide with your account.
 - If you are an End User interacting with the Pure Motion Fitness Services through a Subscriber, we also collect Personal Information that you provide to the Pure Motion Fitness Services when you initiate a transaction or otherwise engage with the Subscriber, such as to book an appointment, make a purchase, or respond to a marketing campaign.
 - We collect information about you when you interact with the Pure Motion Fitness Services. For example, if you initiate a transaction through the Pure Motion Fitness Services, such as a purchase, we may collect information about you, such as your name, email, phone number, address, credit card information, as well as any other information you provide in order to process the transaction. This information may be shared with others for the same purposes. We encrypt credit card numbers using industry standard technology. We may also collect other Personal Information at the request of the Subscriber you are transacting with or through. We may also store information that your computer or mobile device provides to us in connection with your use of the Pure Motion Fitness Services, such as IP address, operating system, device ID, and device type.
 - We may collect information about others from you, including your emergency contacts, and only use this information for the reason it was provided.
 - We and our service providers collect information about your location when you use or access Pure Motion Fitness Services. The degree of precision of the location data varies depending on the source of such information. Those sources include:
 - Data from your device through settings you activate:
 - Other location sources:
 - IP address

We collect and use this location-related data in order to

- Provide you with services you have purchased or requested
- Deliver content that is relevant to you based upon your location
- Deliver marketing or ad content that is relevant to you based on your location

- Protect against abuse or misuse of services or of your account
- Improve our site and services

You may disable the collection and use of your location data through your browser-, operating system- or device-level settings. Consent concerning location data may be withdrawn at any time by changing these settings from other sources.

In addition to the information we collect from you through Pure Motion Fitness Services, we may receive information about you from other sources, such as public databases, strategic and joint marketing partners, social media pages and platforms, people with whom you are friends or otherwise connected on social media platforms, as well as from other third parties. For example, if you elect to connect your social media account to your Pure Motion Fitness account, certain information from your social media account may be shared with us, including information that's part of your profile. We may also collect other Personal Information through the Pure Motion Fitness Services under the direction of our Subscribers.

You do not have to provide us with certain Personal Information, however, if you do not provide or enable us to collect the necessary information, we may not be able to provide the Pure Motion Fitness Service. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Pure Motion Fitness Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

4. How We Use Your Information

We may use your Personal Information for legitimate business purposes, including:

- **To provide the functionality of Pure Motion Fitness Services and related support.**
 - To create, and administer accounts, fulfil and record transactions, and provide you with related assistance (e.g., technical help, answer inquiries relating to Personal Information, etc.).
 - To send administrative information to you, for example, information regarding our services and changes to our terms, conditions, and policies.

We will engage in these activities to manage our contractual relationship with you, with your consent, and/or to comply with a legal obligation.

- **To provide you with marketing and promotional materials and opportunities and facilitate social sharing or events.**

- To send you marketing communications and offer other materials that we believe may be of interest to you, such as to send you newsletters or other direct communications.
- To share information with other marketers (and their service providers) to permit them to send you marketing communications, consistent with your choices.
- **To accomplish our business purposes.**
 - For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements.
 - For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft.
 - For responding to legal duties, such as requests from public and government authorities.
 - To defend our legal rights or those of others.

We will engage in these activities to comply with a legal obligation or because we have a legitimate interest.

To the extent that we process your Personal Information based on your consent, you may withdraw your consent at any time.

5. Information Disclosure

Certain privacy laws require that we disclose certain information about the categories of Personal Information (as defined by applicable law) that we have disclosed for a business purpose as well as the categories that we have “sold” as defined under applicable law.

Disclosed for a business purpose. In general, we may disclose the following categories of Personal Information (as described above in more detail) to our Partners and Service Providers to provide the Pure Motion Fitness services:

- Contact details,
- Personal details,
- Financial and transaction data,
- Other Pure Motion Fitness Services related data,
- Geolocation data,
- Online identifiers, and
- Cookie-related data.

We do not sell your data.

We may disclose your Personal Information:

- To our affiliates for the purposes described in this Privacy Policy. Pure Motion Studios cc. is the party responsible for the management of the jointly-used Personal Information.
- To our integrated partners and service providers who provide services to us or to our Subscribers, such as website hosting, data analysis, payment processing services, order fulfilment, information technology and related infrastructure provision, customer service, email delivery, credit card processing, auditing and other similar services.
- To our Subscribers if you are an End User and are using our Pure Motion Fitness Services to interact with that Subscriber. Please contact the Subscriber you interact with directly for more information on that Subscriber's privacy practices.
- To you, through message boards, dashboards, challenges, chat, profile pages and blogs and other services to which you are able to post information and materials, including as described in the sections below titled "Testimonials, Ratings and Reviews" and "Public Forum."
- To other website users as well as to your social media account provider, in connection with your social sharing activity, such as if you connect your Facebook account to your Pure Motion Fitness App account or our social media pages.
- In the context of a corporate transaction. If Pure Motion Fitness is involved in a sale or any business transaction (e.g., merger or acquisition or partner), Pure Motion Fitness will retain a legitimate interest in disclosing or transferring your Personal Information to other parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), including in any negotiations leading to such. Such parties may include, for example, an acquiring or target entity and its advisors.

Please note that we may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then we may use it for all the purposes for which we use and disclose Personal Information. In some instances, we may combine Other Information with Personal Information. If we combine any Other Information with Personal Information, we will treat the combined information as Personal Information.

6. Your Privacy Rights regarding your Personal Information

Compliance to the Protection of Personal Information Act (POPIA), also known as the POPI Act, will be mandatory for most organisations in South Africa.

Your Rights: Access to information

You have the right to request a copy of the personal information we hold about you. To do this, simply contact us at the numbers/addresses as provided on our website and specify what information you require. We will need a copy of your ID document to confirm your identity before providing details of your personal information.

Please note that any such access request may be subject to a payment of a legally allowable fee.

Correction of your information

You have the right to ask us to update, correct or delete your personal information. We will require a copy of your ID document to confirm your identity before making changes to personal information we may hold about you. We would appreciate it if you would keep your personal information accurate.

Definition of personal information

According to the Act “**personal information**” means information relating to an identifiable, living, natural person, and where it is applicable, an identifiable, existing juristic person. Further to the POPI Act, COR Concepts also includes the following items as personal information:

- All addresses including residential, postal and email addresses.
- Change of name – for which we require copies of the marriage certificate or official change of name document issued by the state department.

7. Your Choices Regarding Our Use And Disclosure of Information

Information we collect may be used by Pure Motion Fitness for marketing purposes such as once-off promotional emailing, mobile text messages, direct mail, and sales contacts. We give you many choices regarding our use and disclosure of your Personal Information for marketing purposes. You may:

- **You can opt-in or opt-out from receiving any electronic communications from us:** If you are a user of the Pure Motion Fitness App or puremotionfitness.co.za and no longer want to receive marketing-related emails or mobile text messages from us on a going-forward basis, you may opt-out of receiving these marketing-related emails or mobile text messages by changing your preferences in your account settings or following the unsubscribe prompts from within the messages themselves. If you have provided your information to Pure Motion Fitness, and opt-out, Pure Motion Fitness will put in place processes to honour your request. This may entail keeping some information for the purpose of remembering that you have opted-out.

- **Consent to sharing of your Personal Information with unaffiliated third parties for their (or their customers') direct marketing purposes:** We only share your Personal Information with unaffiliated third-parties for their marketing purposes when you have consented to the sharing. We do not share data with unaffiliated third-parties in the absence of your consent and such consent will only be valid for a single data transfer. To address what these unaffiliated third-parties do with your data once you have consented to the sharing, please contact the third-party to learn more about your choices.

We will try to comply with your request(s) as soon as reasonably practicable. Please also note that if you do opt-out of receiving marketing-related emails from us, we may still send you messages for administrative, transactional or other purposes directly relating to your use of the Pure Motion Fitness Services, and you cannot opt-out from receiving those messages.

Our mobile applications may also send push notifications to your mobile device, provided you consented to this. If you have previously consented to receiving push notifications and no longer wish to receive them, you can also turn push notifications off at the device level. The applications may also request access to your device's calendar application, storage, Bluetooth, camera, and microphone. If you have previously allowed access to your device's calendar and no longer wish to allow access, you may edit the application settings at the device level.

8. Collecting information and Advertising

Our service providers and partners may collect Other Information and certain Personal Information in a variety of ways. We and/or our service providers may employ various tracking technologies, such as cookies, web beacons and analytics software, that help us better manage content on the Pure Motion Fitness Services by informing us what content is effective.

9. Social Media and Widgets

The Pure Motion Fitness Services includes social media features such as the Facebook "Like" button, and widgets, such as the Share This button or interactive mini-programs that run on our websites. These features may collect your IP address, which page you are visiting on our websites, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our websites. Your interactions with these features are shared with such third parties and governed by the privacy policy of the company providing it.

10. Public Forums

Our websites offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you disclose Personal Information through Pure Motion Fitness public message boards, blogs, or forums, as offered through the Pure Motion Fitness Services, this information may be viewed, collected and used by others. To request removal of your Personal Information from our blog or community forum, contact us at info@puremotionfitness.co.za. In some cases, we may not be able to remove your Personal Information or some content (if, for example, it is reposted by another user), in which case we will let you know if we are unable to do so and why.

11. Log-In Services

You can log in to some of the Pure Motion Fitness Services using sign-in services such as Facebook Connect, Google or an Open ID provider. These services will authenticate your identity and provide you the option to share certain Personal Information with us such as your name and email address to pre-populate our sign-up form. Some services like Facebook Connect give you the option to post information about your activities on our websites to your profile page to share with others within your network. In addition, when using some of our mobile applications we may allow you a chance to tell friends about our services by accessing the contacts in your Facebook or other social media account.

12. Testimonials and Reviews

If you submit testimonials, reviews to the Pure Motion Fitness Services, any Personal Information you include may be displayed in the Pure Motion Fitness Services. If you want your testimonial removed, please contact us at info@puremotionfitness.co.za. We also partner with service providers to collect and display ratings and review content on our web sites.

13. Your Payment Processing

We currently use payment processors as a Third Party Offering for internet-based payment services. (PayFast) If you wish to make a payment through Pure Motion Fitness Services, via EFT or Snap Scan your Personal Information may be collected by such third parties directly and not by us, and will be subject to the third party's privacy

policy. We have no control over, and are not responsible for, third parties' collection, use and disclosure of your Personal Information.

Where a third-party payment processor is utilized as a sub-processor, we have implemented appropriate onward transfer safeguards over your Personal Information. See Section 23 (below) for a list of sub-processors and their applicable privacy policies.

14. Links To Other Websites

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including our Subscribers and any third party operating any Third Party Offering, site or other products and services used in connection with the Pure Motion Fitness Services. The inclusion of a link does not imply endorsement of the linked site or service by us or by our affiliates.

Please note that we are not responsible for the collection, usage and disclosure policies and practices (including the data security practices) of other organizations, such as Facebook, Apple, Google, Microsoft or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including any Personal Information you disclose to other organizations through or in connection with the Pure Motion Fitness Services, including our social media pages.

15. Data Retention

We will retain your Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide the Pure Motion Fitness Services to you (for example, for as long as you have an account with us or keep using the Pure Motion Fitness Services);
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

16. Security of Your Information

The security of Personal Information is a high priority at Pure Motion Fitness. We seek to use reasonable technical, administrative and physical safeguards designed to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure.

17. Use of Service By Minors

The Pure Motion Services are not directed or targeted at children under the age of sixteen (16), and we request that they do not provide Personal Information through the Pure Motion Fitness Services.

18. Sensitive Information

We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g. information related to racial or ethnic origin, political opinions, religion or other beliefs, genetic characteristics, trade union membership or criminal background) on or through the Pure Motion Fitness Services or otherwise to us, except where explicitly requested or consented to.

19. Changes to This Privacy Policy

Pure Motion may make changes to this Privacy Policy from time to time. Any changes we make will become effective when we post a modified version of the Privacy Policy to <https://www.puremotionfitness.co.za/privacy-policy>. If we make any material changes to the Privacy Policy, we may also notify you by posting notice on our websites or within the applicable Pure Motion Services, or by sending you an email. If you continue using the Pure Motion Services after any notice of any such changes, it means you have accepted them. If you do not agree to any changes, you must stop using the Pure Fitness Services, as applicable. It is your obligation to ensure that you read, understand and agree to the latest version of The Privacy Policy. The “Last Updated” legend at the top of the Privacy Policy indicates when it was last updated.

22. Contact Us

If you have any questions regarding this Privacy Policy you can contact us via email at info@puremotionfitness.co.za or via postal mail at:

ATTN: Pure Motion Fitness - Privacy Policy Issues

Pure Motion Fitness
208 Oxford Roads Illovo
The Thrupp's Illovo Centre
208 Oxford Roads, Illovo

Or Contact:

Chantel van der Westhuizen
Director Pure Motion Fitness
vdwchantel@gmail.com
+27 79 791 3052

23. Sub-Processors

The following is a list of current third-party vendors that may either directly or indirectly collect information from you in their capacity as a Sub-Processor. Please review the relevant privacy policies (links current as of the date of publication of this Privacy Policy) for further information on how each third-party handles your Personal Information:

Third Party Name:	Privacy Policy/Notice Link:
Snap Scan	https://www.snapscan.co.za/privacy-statement.html
Payfast	https://www.payfast.co.za/privacy-policy
Mailchimp	https://mailchimp.com/legal/privacy/