

GymEzy Privacy Policy

Privacy notice for the website, SaaS platform, admin users and Member App users

Last updated: 7 June 2026

Provider: Managezy Limited

Registered Business Name: GymEzy

CRO registration number: 812735

Registered office: 46 Enterprise Centre, Lavery Avenue, Park West Business Park, Dublin 12, D12 PP48, Ireland

Website: www.gymezy.eu

Contact: help@gymezy.eu

VAT number: not yet issued; will be provided once registered.

This document is intended to apply to the English-language version of the GymEzy service. Where a Hungarian version is also made available, both versions are intended to have the same meaning. If an Order Form or signed agreement specifies a prevailing language, that clause will take priority.

1. Introduction

This Privacy Policy explains how Managezy Limited, trading as GymEzy, collects, uses, stores, shares and protects personal data in connection with the GymEzy website, SaaS admin platform, Member App and related services.

We process personal data in accordance with the General Data Protection Regulation (GDPR), applicable Irish data protection law and, where relevant, equivalent UK data protection rules.

This Privacy Policy should be read together with the Website Terms and Conditions, SaaS Services Agreement, Member App Terms of Use, Cookie Policy, Subprocessor List, Data Subject Rights & Account Deletion Procedure and Complaints Procedure.

2. Who we are

The provider is Managezy Limited, an Irish limited company registered with the CRO under number 812735, with registered office at 46 Enterprise Centre, Lavery Avenue, Park West Business Park, Dublin 12, D12 PP48, Ireland.

Registered Business Name: GymEzy. Website: www.gymezy.eu. Contact e-mail: help@gymezy.eu.

For privacy questions, requests or complaints, please contact us at help@gymezy.eu.

3. Controller and processor roles

For most personal data processed through the GymEzy platform on behalf of a gym, the gym is the controller and Managezy Limited is the processor. This includes member data, class booking data, attendance data, trainer-member communications, staff data, trainer data and maintenance worker data entered into or generated through the Services.

The gym decides why and how this data is processed. If you are a member, trainer, staff member or maintenance worker of a gym using GymEzy, you should normally contact that gym first to exercise your data protection rights.

Managezy Limited acts as controller for its own business data, including website enquiries, customer account administration, billing, support, security, fraud prevention, product analytics based on anonymous or aggregated data, and communications with prospective or current business customers.

4. Personal data we collect

4.1 Website visitors and business contacts

We may collect contact details, business details, enquiry information, technical logs, IP address, browser information and communications submitted through the website or by e-mail.

4.2 Gym customers and administrative users

We may process names, job titles, e-mail addresses, telephone numbers, account credentials, role permissions, customer organisation details, subscription information, billing information, invoices, support tickets, audit logs and security logs.

4.3 Gym members using the Member App

Depending on the gym's configuration, we may process name, e-mail address, telephone number, date of birth, gender, optional profile photograph, membership data, payment status or transaction references, check-in history, attendance logs, class bookings, trainer-member communications and workout history based on membership package.

4.4 Staff, trainers and maintenance workers

Where the gym uses the relevant modules, we may process name, mother's name, date of birth, address, tax number, payroll identifier, bank details, emergency contact, telephone number, e-mail address, shift records, overtime records and maintenance assignment information.

4.5 Location data

Where location-based features are enabled, location data may be processed to support check-in verification, attendance-related functionality or security and fraud prevention.

Proximity/iBeacon tracking is not used by default.

4.6 Data we do not intentionally collect

The Services are not designed to collect health data, injury information, medical condition data, fitness assessments, body weight, body fat, heart rate data, minors' data or parental consent records.

5. Purposes and legal bases

Where we act as controller, we process personal data for the following purposes and on the following legal bases: website enquiries (legitimate interests or pre-contract steps); customer contracts (contract performance); support (contract performance and legitimate interests); security and fraud prevention (legitimate interests); legal compliance (legal obligation); product analytics on anonymous or aggregated data (legitimate interests).

Where we act as processor, the gym determines the relevant legal basis. This may include contract performance, legitimate interests, legal obligations or consent, depending on the gym's use case and applicable law.

6. Member communications and marketing

GymEzy does not provide SMS services or e-mail newsletters to gym members as part of the standard service. The platform may allow gyms to send push notifications and in-app messages.

Messages may include membership expiry notices, class reminders, inactive member notices, operational notifications, promotions or offers, and churn-risk related system messages configured by the gym.

The gym is responsible for deciding the legal basis for such communications, including whether consent is required, and for determining how long to retain evidence of consent or opt-out records where applicable.

Managezy Limited does not send its own direct marketing to gym members unless separately authorised and legally permitted.

7. AI analytics and profiling

The AI churn prediction functionality is designed to calculate aggregate or anonymous business trends, such as how many members joined, how many cancelled and how frequently members attend.

The AI module is not designed to use identifiable personal data, does not create individual member profiles, and does not make automated decisions that produce legal or similarly significant effects for natural persons.

Where an AI provider such as the Anthropic Claude API is used, the intention is to submit only anonymous or aggregated data and not identifiable personal data.

8. Sharing personal data

We may share personal data with the following recipients where necessary and lawful:

- the gym that controls the relevant member, staff, trainer or maintenance worker data;
- Work Mit Uns Kft., which provides hosting, database, e-mail (SMTP) and push notification delivery infrastructure in Hungary;
- Stripe Payments Europe Ltd, where payment functionality is enabled;
- Anthropic (Claude API), but only for anonymous or aggregated analytics data where configured;
- professional advisers, auditors, accountants and insurers;
- courts, regulators, public authorities and law enforcement where required by law;
- successors or purchasers in connection with a merger, acquisition, restructuring or sale of business assets.

A full, current list of subprocessors (including name, role, location and the data they process) is maintained in the GymEzy Subprocessor List, available at www.gymezy.eu/legal or by request to help@gymezy.eu.

We do not sell personal data.

9. International transfers

Core hosting is located in Hungary within the European Economic Area. The current service design does not require intentional transfer of gym member personal data outside the EEA for core hosting.

Where the Anthropic Claude API is used and data routing involves transfer outside the EEA, only anonymous or aggregated data is submitted and standard contractual clauses or another lawful transfer mechanism are relied upon.

If any other transfer of personal data outside the EEA or the UK becomes necessary, we will ensure that appropriate safeguards are in place, such as an adequacy decision, standard contractual clauses or another lawful transfer mechanism.

10. Data retention

We retain personal data only for as long as necessary for the purposes for which it was collected, unless a longer retention period is required by law.

Current retention rules include:

- lead data: up to 3 months if the prospect does not become a customer;
- terminated gym accounts: 30 days after termination, subject to export and deletion rules;
- gym member data: during active membership use and, if inactive, up to 90 days unless the user or gym requests earlier deletion and no legal retention obligation applies;
- attendance and access-related logs: for the duration of service use unless configured otherwise by the gym or required by law;
- payment and invoice data: for the duration of service use and any legally required accounting retention period (typically 6 to 8 years under Irish accounting law);
- backups: retained according to daily and monthly backup cycles and overwritten in the ordinary course of backup rotation.

Where the gym acts as controller, it may set additional retention rules within the limits of applicable law.

11. Security and breach notification

We implement appropriate technical and organisational measures to protect personal data. These include role-based access control, administrator MFA, encryption of databases and backups, audit logs, daily and monthly backups, disaster recovery backups to a separate server and restricted payment data visibility.

No method of transmission or storage is completely secure. If we become aware of a personal data breach affecting Customer Data, we will notify the relevant gym without undue delay and, where feasible, within 72 hours of becoming aware. Where we are controller for our own business data, we will notify the Data Protection Commission within 72 hours where required by Article 33 GDPR and affected individuals where required by Article 34 GDPR.

12. Your rights

Subject to applicable law and any relevant limitations, you may have the following rights:

- the right of access to your personal data;
- the right to rectification of inaccurate or incomplete data;
- the right to erasure;
- the right to restriction of processing;
- the right to data portability;
- the right to object to processing based on legitimate interests;
- the right to withdraw consent where processing is based on consent;

- the right not to be subject to certain automated decisions with legal or similarly significant effects.

If your data is processed on behalf of a gym, we may need to refer your request to that gym as controller. We will support the gym in responding to data subject requests where required by applicable data protection law. We aim to respond to all requests within one month of receipt, extendable by a further two months for complex requests as permitted by Article 12(3) GDPR. Detailed steps are set out in the Data Subject Rights & Account Deletion Procedure.

13. Complaints

You may contact us first at help@gymezy.eu if you have concerns about our handling of personal data. Our internal complaints process is set out in the GymEzy Complaints Procedure.

You also have the right to lodge a complaint with a competent data protection supervisory authority. In Ireland, this is the Data Protection Commission (www.dataprotection.ie). In Hungary, this is the Nemzeti Adatvédelmi és Információs Zsábadzság Hatoság (NAIH, www.naih.hu). Depending on your location, you may also have the right to contact your local supervisory authority.

14. Children

The Services are not intended for minors. We do not knowingly collect personal data from children through the Member App and do not provide a parental consent workflow.

15. Cookies

Information about cookies and similar technologies is available in our Cookie Policy. At launch, the Website and platform use strictly necessary session cookies only and no third-party marketing pixels, analytics or remarketing cookies.

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The updated version will apply from the date it is posted unless a later effective date is stated. If we make material changes, we will take reasonable steps to notify affected customers or users where required.

17. Contact

Privacy questions and requests may be sent to help@gymezy.eu or by post to Managezy Limited, 46 Enterprise Centre, Lavery Avenue, Park West Business Park, Dublin 12, D12 PP48, Ireland.