

Privacy Policy — The Gym Brand

Effective date: September 17, 2025

Company: The Gym Brand (“we”, “us”, “our”)

Website: <https://thegymbrand.com>

1. Introduction

This Privacy Policy explains what personal information we collect, how we use it, who we share it with, how long we keep it, and how you can exercise your privacy rights. By using our website or submitting information through forms (including booking a Zoom meeting), you agree to the terms below.

2. Information we collect

a. Information you give us: name, email, phone number, company, job title, message, and any other fields you complete on our contact/booking forms.

b. Automatically collected information: IP address, device and browser information, pages visited, referral URL, cookies, tracking pixels (e.g., Meta Pixel), Google Analytics data, and other analytics/advertising identifiers.

c. Third-party sources: ad platforms and partners (for example: Meta, Google, Snapchat) and service providers (email/CRM, hosting, payment processors).

3. How we use your information

We use collected information to:

- respond to inquiries, schedule and run meetings and deliver services;
- send transactional emails (booking confirmations, meeting links, reminders);
- send marketing emails if you opted in, and allow you to unsubscribe anytime;
- measure and improve our website and ad performance (analytics, A/B testing);
- build and use retargeting and lookalike audiences on platforms (Meta, Google, Snapchat) to serve relevant ads;
- comply with legal obligations and prevent fraud.

Note: this includes sending hashed contact lists / using pixels for custom audiences (we do this only as described above and with providers' tools).

4. Legal basis for processing (if you are in the EU/EEA)

We rely on one or more of the following legal bases: consent (for non-essential cookies and marketing emails), performance of a contract (to provide requested services), and legitimate interests (analytics, fraud prevention and limited advertising). Where required by law, we will obtain your consent before placing non-essential cookies. [GDPR.eu+1](#)

5. Cookies & tracking

We use:

- **Strictly necessary cookies** (required for website operation).
- **Performance & analytics cookies** (Google Analytics and similar) to measure site usage.
- **Marketing & advertising cookies** (Meta Pixel, Google Ads, Snap Pixel) for retargeting and ad measurement.

If you or your visitors are in the EU/UK, non-essential cookies require **explicit consent** before activation. For California users, provide a "Do Not Sell or Share" option where applicable.

[GDPR.eu+2Cookiebot+2](#)

6. Third-party sharing

We share personal data with:

- advertising platforms (Meta/Facebook, Google, Snapchat) for ad measurement and audience building;
- CRM and email providers to manage leads and send messages;
- analytics providers;
- service providers that assist in delivering our services (hosting, payment processors, legal/compliance advisors).

When we share hashed emails or other identifiers with ad platforms for custom audiences, we follow those platforms' instructions and safeguards. (See platform pages for Pixel / Snap Pixel / Enhanced Conversions). [Facebook+2Snapchat for Business+2](#)

7. Retention

We keep personal data only for as long as needed for the purpose collected or to comply with legal obligations. Example: leads from forms are typically retained for up to **3 years** unless you request deletion sooner (adjust this retention to your operational needs and legal advice).

8. Your rights

Depending on your jurisdiction you may have the right to: access, correct, delete, restrict processing, portability, object to processing, withdraw consent, and (for California residents) opt out of sale/sharing. To exercise rights, contact us at: **privacy@thegymbrand.com**. For California: include a "Do Not Sell or Share My Personal Information" link (example URL below). [California DOJ+1](#)

9. Children

Our services are not directed to children under 13. We do not knowingly collect personal data from children under 13.

10. Security

We use reasonable technical and organizational measures to protect personal data. No method of transmission over the internet is 100% secure; we cannot guarantee absolute security.

11. International transfers

Your data may be transferred to countries outside your own jurisdiction (for example to servers or third-party processors in other countries). We apply appropriate safeguards where required.

12. Changes to this policy

We may update this Privacy Policy. We'll publish the amended version on this page with an updated "Effective date".

13. Contact

privacy@thegymbrand.com