

# PRIVACY POLICY

## Data Controller

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The controller of your personal data is:

- KNOX OPERATIONS SP. Z O.O.
- NIP: 5214157546
- KRS: 0001228646
- E-mail: [office@knoxstudio.pl](mailto:office@knoxstudio.pl)

## 1. General Information

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This Privacy Policy sets out the rules for the processing of personal data of users of the KNOX website and clients of KNOX in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and applicable Polish law.

KNOX is committed to the highest standards of data protection and privacy. We handle all personal data with care, transparency, and in full compliance with applicable regulations.

The Data Controller has not appointed a Data Protection Officer (DPO). For all privacy-related enquiries, please contact us at [office@knoxstudio.pl](mailto:office@knoxstudio.pl)

## 2. Scope of Data Collected

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Depending on the nature of your interaction with KNOX, we may collect the following personal data:

### a) Data provided directly by you:

- First name and last name
- E-mail address
- Phone number
- Date of birth (where required for membership or class booking purposes)
- Payment and billing information (processed through secure third-party providers)
- Health and fitness information voluntarily provided for class participation (e.g. injuries, medical conditions)

### b) Data collected automatically:

- IP address and browser type
- Device identifiers
- Pages visited on our website and time spent on them
- Referral sources
- Cookie and tracking data (see Section 9: Cookies)

## 3. Purposes of Data Processing

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We process your personal data for the following purposes:

1. Processing membership sign-ups and class bookings, and managing your KNOX account
2. Processing payments and managing billing
3. Communicating with you regarding your bookings, account, and studio news

4. Sending newsletters, promotional offers, and marketing communications (only where you have given your consent)
5. Improving our services, website functionality, and user experience
6. Ensuring safety on our premises, including CCTV monitoring where applicable
7. Meeting our legal obligations, including financial record-keeping
8. Analysing website traffic and user behaviour (e.g. via Google Analytics)

## 4. Legal Basis for Processing

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We process your personal data on the following legal bases:

- Your consent (Art. 6(1)(a) GDPR) — e.g. for newsletters and marketing communications
- Performance of a contract (Art. 6(1)(b) GDPR) — e.g. for class bookings, memberships, and payment processing
- Compliance with a legal obligation (Art. 6(1)(c) GDPR) — e.g. tax and accounting obligations
- Legitimate interests of the controller (Art. 6(1)(f) GDPR) — e.g. website analytics, fraud prevention, and promoting our own services

## 5. Recipients of Personal Data

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Your personal data may be shared with the following categories of recipients:

- Google LLC — website analytics (Google Analytics) and advertising services
- Meta Platforms, Inc. — social media advertising and analytics (Facebook Pixel)
- Booking and CRM platform providers (e.g. Mindbody, Momence, or equivalent)
- Payment processing providers (e.g. Stripe, PayU, or equivalent)
- IT service providers and cloud hosting companies
- Legal, accounting, and auditing advisors where required

Some of the above recipients may be located outside the European Economic Area (EEA), including in the United States. In such cases, we ensure appropriate safeguards are in place (e.g. Standard Contractual Clauses approved by the European Commission).

## 6. Data Retention

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We retain your personal data for no longer than is necessary for the purposes for which it was collected:

- Membership and booking data: for the duration of your membership and up to 5 years thereafter for accounting and legal purposes
- Marketing communications data: until you withdraw your consent or object to processing
- Website analytics data: in accordance with the retention settings of the relevant tool (typically up to 26 months)
- CCTV footage: no longer than 30 days unless required for legal proceedings

## 7. Your Rights

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Under the GDPR, you have the following rights in relation to your personal data:

- Right of access — to obtain confirmation of whether we process your data and to receive a copy
- Right to rectification — to have inaccurate data corrected
- Right to erasure ('right to be forgotten') — to request deletion of your data in certain circumstances
- Right to restriction of processing — to limit how we use your data
- Right to data portability — to receive your data in a structured, commonly used format
- Right to withdraw consent — at any time, without affecting the lawfulness of prior processing
- Right to object — to processing based on legitimate interests
- Right to lodge a complaint — with the supervisory authority: the President of the Personal Data Protection Office (UODO), ul. Stawki 2, 00-193 Warsaw, Poland

To exercise any of the above rights, please contact us at: [office@knoxstudio.pl](mailto:office@knoxstudio.pl)

## 8. Data Security

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KNOX implements appropriate technical and organisational measures to protect your personal data against unauthorised access, disclosure, alteration, or destruction. These measures include:

- SSL/TLS encryption for all data transmitted via our website
- Access controls limiting data access to authorised personnel only
- Regular security assessments and staff data protection training
- Use of reputable and GDPR-compliant third-party service providers

## 9. Cookies

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Our website uses cookies and similar tracking technologies. Cookies are small text files stored on your device that help us provide a better user experience.

**We use the following types of cookies:**

- Essential cookies — necessary for the website to function correctly
- Analytical cookies — to understand how users interact with our website (e.g. Google Analytics)
- Marketing cookies — to deliver relevant advertising and track campaign performance (e.g. Facebook Pixel)

You can manage your cookie preferences at any time via the cookie consent tool on our website or through your browser settings. Please note that disabling certain cookies may affect the functionality of our website.

## 10. Changes to This Privacy Policy

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KNOX reserves the right to update this Privacy Policy at any time. Any changes will be published on our website. We encourage you to review this policy periodically. If changes are material, we will notify you by e-mail or via a notice on our website.

This Privacy Policy was last updated on: 10 April 2026.