Privacy Policy (GDPR) – Better Factory s.r.o.

1. Valid from: Nov 2026

2. Who controls your data

Controller: BETTER FACTORY s.r.o., Reg. No. (IČO): 07177950, HQ: Valdštejnova 721/17, 350 02 Cheb, Czech Republic.
Contact: info@better-fitness.cz, +420 777 603 776

We are your data controller. We don't collect data for fun, but to deliver max service and results during your workout. Zero corporate bullshit, your data is safe with us.

3. Exactly what we collect and why

Basic ID: First name, last name, email, phone. (We need this to set up your profile, track passes, assign your chip, and drop necessary calls or emails regarding your account). **Legal basis:** Contract performance.
Entry and payment data: History of your workouts and payments. (So we know if your pass is valid and what your credit status is). **Legal basis:** Contract performance and accounting duties.
Gym photos and videos: Sometimes we shoot for the feed to build the IAMBETTER brand. We always make it explicitly clear on the floor when we're rolling. If you don't want to be on socials, just say it and we'll drop the shot. **Legal basis:** Legitimate interest / Consent.

4. Gym cameras

We monitor the gym floor (except lockers, toilets, and showers) with a recording camera system.
Why: Protecting our property and yours, plus injury prevention. Safety on the floor is our priority.
We auto-delete footage (usually after 7 days) unless we're dealing with a specific mess (theft, damaged gear, injury). **Legal basis:** Legitimate interest of the controller.

5. Who sees your data

We don't sell your data to anyone. Only the team members who actually need it for their job get access:

Coaches and reception: To know who they're letting in, who they're training, and to have your contact info.
Our accountants: To process invoices.
Software and IT providers: E.g., Google, our databases, and gym management systems.

6. How long we keep data

We keep data only as long as you train with us. Once your membership is dead (pass expires), we hold billing info for 10 years (the law mandates this) and basic contact info for 3 more years in case of claims or legal disputes.

7. Your rights

It's in your hands. Anytime, you can:

- **Demand to see** what we have on you in the system.
- **Ask for an update** (new email, phone).
- **Demand data deletion** (we'll drop it immediately unless the law stops us).
- **File a complaint** with the Data Protection Authority (ÚOOÚ), but you better come tell it to my face first and we'll sort it on the spot, ok?

If you need to sort anything out, drop an email to: **info@better-fitness.cz** or stop by the reception.