

Fitpass Privacy Policy

(Last modified: October 5, 2025)

At Fitpass, we take data protection seriously. Protecting privacy and ensuring information security are at the heart of Fitpass. This Privacy Policy describes the key principles and practices we follow to ensure that your privacy is respected when using our services.

Fitpass, the local Fitpass companies specific to each country, and Up Coop belonging to the same group of companies ("Fitpass", "we") process the personal data of users of interactive services, Fitpass members, and services ordered through the Fitpass App ("Fitpass App"), as well as members of other Fitpass products and services and visitors to the Fitpass.ma website ("Website").

In this Privacy Policy, the term **“Fitpass Services”** refers collectively to the Website, the Fitpass App, and other services provided by Fitpass to members. The terms **“Members”** or **“you”** refer collectively to our clients and those of our group companies, Fitpass service members, representatives, and other authorized members of our client organizations, potential clients, and users of Fitpass Services.

Our Privacy Policy explains, for example, the types of personal data we process, how we process personal data, and how you can exercise your rights as a data subject (for example, the right to object or the right of access).

Some of our services may have a separate privacy policy. If a separate privacy policy applies to a particular service, we will publish it in due course in connection with that service.

This Privacy Policy may be updated from time to time to reflect changes in data processing practices or other reasons. You can find the current version on our website. We will not make substantial changes to this Privacy Policy or reduce the rights of members under it without prior notice.

1. DATA CONTROLLERS

This Privacy Policy applies to the processing of members' personal data by Fitpass. Fitpass is part of Up Coop, whose registered office is Z.A.C. des Louvresses, 27-29 avenue des Louvresses – 92230 Gennevilliers, Paris, France. We operate as a single team and may sometimes make joint decisions on the processing of personal data.

Regarding the processing of members' personal data, the Fitpass group and the local Fitpass company act as joint data controllers. This means that both entities jointly determine the purposes and means of personal data processing.

In Morocco, the local Fitpass group company is **UpCoop Wellness**, a limited liability company under Moroccan law, with its registered office located at 131 Boulevard Anfa, Résidence Azur, No. 11, Casablanca, registered with the Casablanca Trade Register under number 679301.

UpCoop Wellness is responsible for handling all requests and questions concerning personal data collected in Morocco.

In accordance with its policy, the Fitpass group undertakes, within its activities, to ensure that the collection and processing of members' data comply with Moroccan Law 09-08 on the Protection of Personal Data, and to take all necessary precautions to preserve the protection, confidentiality, and security of the personal information entrusted to it.

To exercise your rights, you can send your requests to: **contact@fitpass.ma**

2. PERSONAL DATA PROCESSED AND DATA SOURCES

We process personal data only to the extent necessary and appropriate for the specific purpose of processing. Acceptance of the general terms of use constitutes the member's consent to the processing of their personal data to benefit from Fitpass services.

Members Data

Member data refers to personal data collected directly from you or from the client organization on whose behalf you use Fitpass Services ("Client Organization"). We may collect Member Data from our Members and Client Organizations in various ways, including after signing a service agreement with the Client Organization or when Members register for Fitpass Services, subscribe to a newsletter, or complete a form.

I - Data required to use Fitpass Services

The following personal data that we collect and process are necessary for the proper execution of the contract between you and us, as well as for fulfilling our contractual obligations towards our client organizations as well as our legal obligations.

After the conclusion of the service contract between us and the Client Organization, the latter provides us, on your behalf, with your full name and email address.

When you register for Fitpass services and create a member account, you must provide us with the following information:

- Full name
- Email address
- Employer

If these data are withheld in any way, you will not be able to use any Fitpass Services.

II - Data you voluntarily provide when using Fitpass Services

Your member or customer experience can be enhanced by providing certain information voluntarily, such as photos, location data, or other non-mandatory details either when creating your member account or later when updating your profile.

III - Other information

We may also process other information that you voluntarily provide, such as:

- Details of your use of Fitpass Services;
- Information you submit in feedback, comments, or surveys;
- Favorite locations and other preferences;

- Marketing opt-ins or opt-outs;
- Information you provide via phone, email, or chat with our customer service team.

Cookies and other technologies

Cookies and other website data stored on your device help us identify visitors and facilitate the use of Fitpass Services. This helps us tailor and improve our services and better serve our members. Cookies and similar data will not damage your device or files.

Members may configure their browsers to refuse cookies. However, some parts of the Fitpass Services may not function properly if cookies are refused.

You can manage your cookie preferences through the cookie banner on our websites or via privacy settings in the Fitpass App.

3. PURPOSES AND GROUNDS FOR PROCESSING

We process personal data only when necessary and appropriate for specific purposes. One or more of the purposes may apply simultaneously.

Firstly, Fitpass processes your data to fulfill our contractual obligations, for example to:

- Provide Fitpass Services under the contract between the Client Organization and Fitpass;
- Execute the contract between you and Fitpass, manage check-ins, and communicate with you about important changes to terms or policies;
- Manage your payments or refunds (if applicable);
- Respond to your questions or support requests.

Secondly, we may process your data where we have a legitimate and justified interest in managing, maintaining, and developing our operations or maintaining customer relationships. Even when we have your consent, we always balance our legitimate interests against your privacy rights, for example offering you the ability to easily unsubscribe from marketing communications and using pseudonymized or non-identifiable data whenever possible.

We process your personal data to the extent necessary to fulfill our obligations, improve our services, comply with legal regulations, and for example to:

- Claims handling, debt collection and legal processes. We may also process data for the prevention of fraud, misuse of our services and for information, system and network security and safety.
- Contact you regarding the Fitpass Services and inform you of changes relating to them or ask your review or feedback on Fitpass Services.
- Improve the quality of Fitpass Services and develop our business, for example, by analyzing any trends in the use of the Fitpass Services by processing data related to your use of Fitpass Services.
- Ensure that our services are in line with your needs. Personal data can be used for things like customer satisfaction surveys. When possible, we will do this using only aggregated, non identifiable data.

- Process your data within the Fitpass group of companies in accordance with this Privacy Policy.

While processing your personal data for the purposes of providing Fitpass Services as well as other purposes stated above, we may use automated processing methods in processing that may also include automated decision-making.

Members also consent to their personal data being disclosed to the parent company Up Coop, its subsidiaries, subcontractors, intermediaries for the performance of certain operations, and the competent or supervisory authorities.

The personal data collected may also, in the course of various operations, be transferred abroad, to a country where an adequate level of personal data protection is applied. We will take measures to ensure that members' personal data receives an adequate level of protection in the jurisdictions where it is processed.

In some parts of Fitpass Services, you may be requested to grant your consent for the processing of personal data. For example, within Fitpass App you may manage your marketing and other permissions. If processing of your personal data is based on your consent, you may withdraw it at any time by contacting us or amending the respective consent setting for example within the Fitpass App.

4. DATA STORAGE PERIOD

Fitpass does not store your personal data longer than legally permitted or necessary to provide Fitpass Services. The storage period depends on the nature of the information and its processing purposes. The maximum period may therefore vary per use.

After a member deletes their account, personal data may be retained as long as such processing is required by law or is reasonably necessary for our legal obligations or legitimate interests, such as claims handling, accounting, internal reports or reconciliation purposes.

We regularly review the storage period for personal data to ensure data are kept only as long as necessary.

5. YOUR RIGHTS

Right of access – You have the right to request and obtain information about your personal data that we process. You can view some data through your Fitpass account or request a copy of your personal data by contacting us.

Right to withdraw consent – If processing is based on your consent, you may withdraw it at any time without charge. Withdrawing consent may limit your ability to use Fitpass Services. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal

Right to rectification – You have the right to have incorrect or incomplete personal data we have stored about you corrected or completed by contacting us. You can correct or update some of your personal data through your member account in Fitpass Services.

Right to erasure – You may request deletion of your personal data from our systems. We will comply with such a request unless we have a legal base to not delete the data.

Right to object – You may have the right to object to certain use of your personal data if such data is processed for other purposes than necessary for the performance of the Fitpass Services or for compliance with a legal obligation. If you object to the further processing of your personal data, this may lead to fewer possibilities to use the Fitpass Services.

Exercising your rights

The abovementioned rights may be used by contacting Fitpass support or sending an e-mail to contact@fitpass.ma.

If you have a Fitpass account, we recommend you contacting us through Fitpass support as that allows us to identify you more easily. We may request the provision of additional information necessary to confirm the identity of the Member. We may reject or charge requests that are unreasonably repetitive, excessive or manifestly unfounded.

6. INFORMATION SECURITY

Fitpass stores all data on databases and servers protected by modern security technologies, with continuous implementation of data security measures.

We use administrative, organizational, technical, and physical safeguards to protect the personal data we collect and process. Measures include, for example, where appropriate, encryption, pseudonymization, firewalls, secure facilities and access right systems. Our security controls are designed to maintain an appropriate level of data confidentiality, integrity, availability, resilience and ability to restore the data. We regularly test Fitpass Services, systems, and other assets for security vulnerabilities. Furthermore, access to personal data by employees of Fitpass is restricted and access is subject to what is necessary for purposes of the employee's work assignments.

7. CHANGES TO PRIVACY POLICY

We will periodically update this Privacy Policy to reflect changes in our practices and services. When we make changes to this privacy policy, we will update the "last updated" date at the top of the privacy statement. If we make significant changes in how we collect, use, and share personal data, we will notify you by posting a notice of the changes on the website.

By continuing to use the Interactive Service after changes to the Privacy Policy, it is assumed that the User has accepted all the terms of the amended Privacy Policy.

We recommend checking this page from time to time to stay informed about any changes to our privacy notices.