

Privacy Policy

Effective Date: October 8, 2026

Last Updated: October 8, 2026

This Privacy Policy explains how **UnyfyOps** ("Company", "we", "us", or "our") collects, uses, discloses, and protects your information when you access or use our platforms, including the **UnyfyOps Gym SaaS platform** (the "Service"), our associated websites, mobile interfaces, and our integrations with third-party messaging services such as the **Meta WhatsApp Business API**.

We are committed to protecting individual privacy and handling personal data in compliance with applicable data protection laws, including the Information Technology Act, 2000, the Digital Personal Data Protection Act (DPDPA), 2023 of India, and Meta's Platform Terms and Developer Policies.

1. Scope & Roles of Parties

UnyfyOps operates primarily as a business-to-business Software-as-a-Service (SaaS) provider for gyms, fitness centers, and sports facilities ("Subscribers" or "Gym Owners").

- **Data Controller / Data Fiduciary:** The Gym Owner is the primary controller of the personal data of their staff and gym members ("Members").
- **Data Processor:** UnyfyOps processes Member data strictly on behalf of and according to the instructions of the Gym Owner.
- **Direct Users:** For Gym Owners or administrative staff creating an account with UnyfyOps, UnyfyOps acts as a Data Controller regarding their account credentials and billing details.

2. Information We Collect

A. Information Provided by Gym Owners & Administrators

- **Account Information:** Name, email address, business name, phone number, physical gym location, and login credentials.
- **Payment Configuration Data:** Virtual Payment Address (UPI ID) designated to generate peer-to-peer (P2P) payment QR codes for direct member fee transfers.

B. Member Data Processed on Behalf of Gyms

- **Personal Identifiers:** Member name, contact number, gender, and date of birth.
- **Subscription Details:** Plan type, enrollment date, plan expiry date, assigned batches/slots, fee amounts, and payment status.
- **Check-In & Attendance Data:** Timestamps of venue entry and check-in verifications via on-site QR codes or web links.
- **Transaction Records:** Basic ledger entries indicating fee payment status (e.g., marked as paid via Cash or direct UPI), as verified and updated by the Gym Owner.

C. Data Collected via Meta WhatsApp Business API

- Phone number associated with the WhatsApp account.
- Incoming text messages and interactive button responses (e.g., checking attendance, confirming schedule, or opting out).
- Delivery, read, and timestamp metadata delivered via Meta webhooks.

D. Technical & Device Information

- Browser type, device operating system, IP address, and standard session logs collected via cookies and local browser storage to sustain member login states.

3. How We Use the Information

UnifyOps processes collected data solely for legitimate business operations and service delivery:

- **Service Delivery & Core Functionality:** To manage member registries, display real-time floor occupancy, and confirm valid gym admissions.
- **Payment Facilitation:** To dynamically display the Gym Owner's designated UPI QR code or UPI link to Members for direct peer-to-peer payments, and to maintain an internal ledger of cash or completed transactions.
- **Automated WhatsApp Notifications:** To transmit automated transactional updates via Meta WhatsApp Business API, including:
 - Membership expiry alerts and payment reminders.
 - Check-in and attendance receipts.
 - Inactivity and member engagement notifications.
- **Platform Security & Fraud Prevention:** To verify device requests, prevent unauthorized dashboard access, and maintain audit logs.
- **Regulatory & Legal Compliance:** To satisfy tax, accounting, and legal requirements.

4. Meta WhatsApp Integration & Data Usage Compliance

- **Opt-In and Consent:** All transactional WhatsApp messages sent to Members (such as fee reminders and check-in receipts) are triggered based on the active service agreement established between the Member and their respective Gym Owner.
- **Limited Processing:** We access WhatsApp messaging tools solely through official Meta WhatsApp Business API endpoints. Message payloads are processed in real time and are not harvested for profiling or sold to third parties.
- **No Sale of Data:** We do not sell, rent, monetize, or broker personal information or WhatsApp interaction history to advertising brokers, data aggregators, or external commercial networks.
- **No Targeted Advertising via Meta Data:** Data obtained via WhatsApp APIs is used strictly to deliver the specific requested notification or service response, never for cross-app behavioral tracking or third-party ad targeting.

5. Sharing and Disclosure of Information

We disclose information only under the following limited circumstances:

- **Authorized Service Providers:** We work with trusted third-party cloud infrastructure providers (e.g., database hosting, secure server networks) and telecommunication/API providers (Meta Platforms, Inc. for WhatsApp delivery) who operate under strict contractual confidentiality and data processing standards.
- **Gym Administrators:** Member records, attendance entries, and payment statuses are accessible to authorized staff and managers of the specific gym facility where the member is enrolled.

- **Legal Requirements:** If mandated by court order, law enforcement, or applicable statutory requirements, we may disclose relevant records to authorities.
- **Corporate Restructuring:** In the event of a merger, acquisition, or asset transfer involving UnyfyOps, customer data will transfer under the terms of this Privacy Policy.

6. Data Security Measures

UnyfyOps employs administrative, physical, and technical safeguards to secure personal information:

- All communications between clients, web servers, and third-party APIs are encrypted in transit using Transport Layer Security (TLS/HTTPS).
- Access to operational databases is restricted to authorized personnel using role-based access control (RBAC) and multi-factor authentication.
- **Zero-Knowledge Payments:** We do not process, intercept, or hold member funds. All UPI transactions occur directly between the Member's banking app and the Gym Owner's bank account. Sensitive payment credentials (such as UPI PINs) are never requested, stored, or processed by our systems.

7. Data Retention & Deletion

- **Retention Period:** We retain account information and member activity data for as long as the Gym Owner maintains an active subscription to the Service, or as required by applicable tax and legal statutes.
- **Deletion upon Termination:** Upon cancellation or termination of a gym's account, associated records can be permanently deleted from active databases within 30 days upon written request.
- **Individual Deletion Requests:** Members wishing to have their contact information or attendance history deleted may submit a request directly to their gym administrator or reach out to UnyfyOps directly.

8. User Rights

Depending on jurisdiction, users and Members possess specific rights regarding their personal data:

- **Access & Portability:** Request confirmation and copies of personal data maintained on the platform.
- **Correction:** Request rectification of inaccurate or incomplete contact or subscription records.
- **Withdrawal of Consent / Opt-Out:** Stop receiving automated WhatsApp reminders by replying with standard keywords (e.g., "STOP") or by notifying the gym administrator to disable automated messaging.
- **Erasure:** Request removal of personal data where continued retention is no longer necessary for contractual or legal purposes.

9. Children's Privacy

UnyfyOps and its gym software modules are not directed to individuals under the age of 13. For minor members enrolled in fitness or sports coaching programs, accounts and records must be registered and authorized by a parent or legal guardian.

10. Updates to This Privacy Policy

We may update this Privacy Policy periodically to reflect architectural changes, new platform features, or evolving regulatory requirements. The latest version will always be hosted on our official web domain with the updated effective date. Continued use of our platform following an update indicates acceptance of the revised terms.

11. Contact Information

For questions, compliance inquiries, or requests regarding this Privacy Policy or our integration with Meta services, contact our designated privacy team:

- **Entity Name:** UnyfyOps
- **Product:** UnyfyOps Gym SaaS Platform
- **Email:** quickcuts.team@gmail.com
- **Address:** Mumbai, Maharashtra, India