



---

# Privacy Policy

*Last updated: April 27, 2026*

## 1. Introduction

---

Welcome to **MixxFit**. We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains what information we collect, why we collect it, how we use and protect it, and what rights you have regarding your data. By using MixxFit, you agree to the terms described in this document. If you do not agree, please discontinue use of the application.

## 2. Information We Collect

---

### 2.1 Account Information (Required)

When you create a MixxFit account, we collect the following information:

- **Email address** – used for authentication and account-related notifications
- **Username** – your unique identifier within the app
- **First name and last name** – used to personalise your experience

### 2.2 Health & Body Data (Optional)

You may voluntarily provide the following data to unlock personalised features such as progress tracking and workout recommendations:

- **Height** (cm or ft/in)
- **Weight** (kg or lbs) – also used for body weight tracking over time
- **Age**
- **Date of birth**

This data is entirely optional. MixxFit functions without it, but providing it enables a richer, more personalised experience.

### 2.3 Fitness Activity Data

To deliver core workout-logging functionality, we store:

- Workout sessions you log (date, duration, exercises performed)
- Exercises you create or add to your personal library
- Workout templates you build and save
- Body weight entries and progress history

### 2.4 Profile Photo (Optional)

If you choose to upload a profile picture, the image is securely stored using **Cloudinary** (see Section 5 for details). This is entirely optional.

### 2.5 Technical & Usage Data



---

We automatically collect limited technical information necessary for the app to function correctly, including device type, operating system version, and anonymised crash/error reports. We do not use this data to identify you personally.

### 3. How We Use Your Information

---

MixxFit uses your data solely for the following purposes:

- Creating and managing your account
- Personalising workout recommendations and progress insights
- Displaying your body weight history and fitness trends
- Enabling you to log, manage, and share workout templates
- Sending essential account notifications (e.g. password reset, security alerts)
- Improving app performance and fixing bugs (using anonymised technical data)

**We do not** use your data for advertising, profiling for third-party marketing, or any purpose not listed above.

### 4. Legal Basis for Processing

---

We process your personal data on the following legal grounds:

- **Contractual necessity** – account information is required to provide the service
- **Consent** – optional health data is processed only when you voluntarily provide it; you may delete or modify it at any time
- **Legitimate interests** – anonymised technical data is used to maintain and improve app stability

### 5. Third-Party Services

---

#### 5.1 Cloudinary

Profile photos are stored and served via **Cloudinary Ltd.** (Petah Tikva, Israel). Cloudinary processes image data on our behalf under a Data Processing Agreement (DPA) that ensures compliance with applicable data protection law. You can review Cloudinary's privacy practices at [cloudinary.com/privacy](https://cloudinary.com/privacy).

#### 5.2 No Payment Processing

MixxFit does not offer in-app purchases or subscriptions. No financial or payment data is collected or processed by the application.

#### 5.3 No Advertising Networks

MixxFit does not integrate any advertising SDKs or share your data with advertisers or data brokers.

### 6. Data Retention

---

We retain your personal data for as long as your account is active. If you delete your account, all personal data — including your profile information, health data, workout history, and profile photo — will be permanently deleted within **30 days**. Anonymised, non-identifiable usage statistics may be retained for analytical purposes.



---

## 7. Data Security

---

We implement industry-standard technical and organisational measures to protect your personal data, including:

- Encryption of data in transit (TLS/HTTPS)
- Encrypted storage of passwords using industry-standard hashing algorithms
- Access controls limiting who within our team can access user data

While we strive to protect your information, no method of transmission over the internet is 100% secure. We encourage you to use a strong, unique password for your MixxFit account.

## 8. Your Rights

---

Depending on your jurisdiction, you may have the following rights regarding your personal data:

- **Right of access** – request a copy of the data we hold about you
- **Right to rectification** – correct inaccurate or incomplete data
- **Right to erasure** – request deletion of your account and all associated data
- **Right to withdraw consent** – remove optional health data at any time directly within the app settings
- **Right to data portability** – request your data in a structured, machine-readable format

To exercise any of these rights, please contact us at the email address listed in Section 10.

## 9. Children's Privacy

---

MixxFit is not directed at children under the age of **13** (or the minimum age required in your country). We do not knowingly collect personal data from children. If you believe a child has provided us with personal information, please contact us and we will promptly delete it.

## 10. Contact Us

---

If you have any questions, concerns, or requests regarding this Privacy Policy or the way we handle your data, please reach out to us:

**MixxFit**

Email: [contact@mixxfit.com](mailto:contact@mixxfit.com)

---

*This Privacy Policy may be updated from time to time. We will notify you of any significant changes via the app or by email. Continued use of MixxFit after changes are posted constitutes your acceptance of the revised policy.*