
K-FITDAY Privacy Policy

Pixie Co., Ltd. (hereinafter referred to as the "Company")

Effective Date: [Effective Date: October 20, 2025]

1. Items of Personal Information Collected and Purpose of Use

Mandatory Items: Name (English), Email Address, Nationality, Payment Information are collected for reservation and payment processing, and identity verification.

Optional Items: Gender, Age Group, Contact Number in Korea, and Path of how you learned about K-FITDAY are collected for customized service provision and statistical analysis purposes.

Sensitive Information (Mandatory Consent): Past injury history, presence of pain, and specific physical conditions are collected for the 'Experience Director's safe and precise customized session design.

Automatically Collected Information: IP Address, Cookies, and Service Usage Records are collected for service optimization and prevention of fraudulent use.

2. Retention and Destruction of Personal Information

Retention Principle: The personal information of users is, in principle, destroyed without delay upon withdrawal from membership or achievement of the purpose of service use.

Destruction Point for Sensitive Information: It is specified that sensitive information (e.g., past injury history) will be immediately destroyed after the completion of service provision and the expiry of the complaint handling period (e.g., 30 days).

Preservation under Law: However, information that must be preserved pursuant to related laws, such as the Act on Electronic Commerce, shall be stored separately.

3. Provision of Personal Information to Third Parties and International Transfer

The Company does not provide personal information to external parties without the user's consent. However, for the fulfillment of the service and contract execution, personal information is provided as follows:

A. Provision of Personal Information to Third Parties (Service Fulfillment & Sales Channel)

Recipient: Partner (Affiliated Studio & 'Experience Director')

Information Provided: Name (English), Reservation Details, Contact Information, Sensitive Information (Specific conditions)

Purpose of Use: Fulfillment of reservation, provision of safe and customized sessions.

Recipient: Product Sales Channels (e.g., KLOOK, KKDAY)

Information Provided: Payment-related information and essential reservation details.

Company name: Pixie Co.,Ltd

CEO: HAN, SUNG HUN

Business Registration No.174-87-03629

E-commerce Registration No.174-87-03629

HQ: 20, Yeonse-ro 2-da-gil, Seodaemun-gu, Seoul, Republic of Korea

Contact: 010-8409-6307

Purpose of Use: Processing of product reservation and payment, management of transaction records.

B. Outsourcing and International Transfer of Personal Information (Business Agency & CS)

Consignee: Payment Gateways (PG) (e.g., PayPal)

Entrusted Task: Payment processing and settlement of accounts.

Consignee: CS Platforms (e.g., WeChat/LINE)

Entrusted Task: Customer inquiry and CS support, facilitating smooth communication.

Notification and Consent for International Transfer (Crucial Clause):

Customer information may be transferred to a third country via international messengers (LINE, WeChat, etc.) for CS response.

The User must explicitly consent to this international transfer to use the Service.

Ensuring Transparency: The Company ensures transparency by specifying the company name, location, and contact information of the personal information protection officer of the consigned CS Platform.

4. Rights of the Data Subject and Consent to Marketing Utilization

Exercise of Rights: Users may at any time request access, rectification, deletion, or suspension of processing of their personal information.

Consent to Receive Marketing and Promotional Information (Optional):

Content: The Company may send marketing information, such as new programs and promotions of K-FITDAY, to the Member via email and messenger. This is provided through optional consent.

Separate Clarification: Even if consent to receive promotional information is declined, notifications essential for reservation confirmation and service provision will still be received.

5. Measures for Ensuring the Security of Personal Information

The Company takes the following technical and administrative measures to ensure the security of users' personal information, preventing loss, theft, leakage, forgery/alteration, or damage.

Technical Measures

Access Control and Encryption: Access rights to systems processing personal information are restricted to a minimum number of personnel, and unauthorized external access is controlled. Furthermore, critical information such as passwords and payment details is securely stored and managed using encryption algorithms.

Installation and Operation of Security Programs: Security programs are installed and regularly updated to prevent the leakage and damage of personal information due to hacking or computer viruses.

Prevention of Tampering with Access Records: Records of access to the personal
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information processing system are safely stored and managed for a minimum of six months.

Administrative Measures

Regular Education: Regular education is conducted for employees who handle personal information regarding personal information protection obligations to enhance compliance awareness.

Establishment and Implementation of Internal Management Plan: An internal management plan is established and implemented for the safe processing of personal information.

Physical Security Measures: Procedures for controlling access to locations where personal information is stored, such as computer rooms and data storage rooms, are established, and locking devices are operated.