

FILMING & PHOTOGRAPHY POLICY - UK

OVERVIEW

Plenty of our members like to capture their training, and we want that to be a normal part of gym life at PureGym. This policy explains how filming and photography work across our clubs, so that you can record your own progress while everyone around you keeps their privacy, their comfort, and their access to the equipment they came for.

FILMING YOUR OWN WORKOUT

You are welcome to use your phone or a personal camera to record your own training on the gym floor, whether that is a heavy set, a form check, or a progress video. All we ask is that it is for your own personal use and that you follow the guidance below.

RESPECTING OTHER MEMBERS

- Keep the camera on you. Please frame your shot so that other members stay out of it, including in the background, unless they are happy to appear and have told you so.
- Before you share anything filmed at a PureGym club on social media, check that anyone else identifiable in it is happy for you to post it.
- For a clearer floor and a better shot, try filming during your club's quieter periods. You can find these for your gym in our app.
- If a member of our team asks you to adjust or pause filming, please go with it. The same applies if another member would rather not appear in your footage: please respect that and reframe or stop.
- If a member raises a concern about footage that includes them, our team may ask to see that footage and ask you to delete it.

EQUIPMENT, WALKWAYS, AND SAFETY

- Set up your phone, camera, or tripod somewhere that leaves equipment, walkways, and emergency exits clear, and lets everyone around you get on with their workout.
- Keep your kit with you at the station you are actively using. A tripod or phone stand should be alongside you, rather than holding a space you have stepped away from.
- Larger setups, such as lighting rigs, big tripods, multiple cameras, or repeated re-shoots of the same set, need a quick word with the club's Gym Management first, so we can agree a time and a spot that works on a shared gym floor.
- Please keep any device you film on visible and obvious to those around you, and leave discreet recording devices, outside the gym. That way everyone can be confident about when a camera is present.

WHERE FILMING TAKES PLACE

- Changing rooms, showers, and toilets are private spaces, no filming or photography is to take place in these areas.
- Group exercise classes and studio spaces belong to everyone taking part, so please gain permission from both the instructor and the participants before filming or photography that may include anyone else.

COMMERCIAL, PROMOTIONAL, OR INFLUENCER CONTENT

- If your filming is for commercial, promotional or influencer purposes, for example sponsored content, filming with a crew, or content created to generate income, please arrange it in advance with the club's Gym Management.
- The club will usually need to check with our head office, so please allow at least three working days and wait for written confirmation from the club before you attend or begin filming.
- For press and media filming, our media partners are best placed to help. Please contact them directly at puregym@sanctuarygroup.co rather than approaching a club.

HOW OUR TEAM HELPS

Our teams are here to keep the gym floor working for everyone. Where filming is affecting another member's safety, comfort, or ability to train, they will step in calmly and consistently. That might mean asking you to reposition your camera, pause filming, or wrap up for now.

QUESTIONS AND CONCERNS ABOUT FILMING

If you have a question about this policy, or something about filming in the gym does not feel right, please speak to a member of the PureGym team. We would much rather hear about it early, and we will handle it sensitively and in private.

If no one from the team is available and you think you are appearing in another member's footage, you are welcome to ask them not to film you or to reframe their shot, if you feel comfortable doing so. We ask all members to respect reasonable requests about privacy.

You can also reach our Safe Space team at safespace@puregym.com.

Where a concern has been raised, our team may take reasonable steps to make sure filming in the club is taking place in line with this policy.

KEEPING TO THIS POLICY

Almost every member gets this right without giving it a second thought. Where breaches are repeated or deliberate, including ignoring a reasonable request from our team to stop or adjust filming, we will treat it as we would any other breach of our Gym Rules, which may lead to further action up to and including suspension or termination of membership.

This policy sits alongside our Gym Rules, our Harassment Policy and our Terms and Conditions.

This policy is not contractual, and we may amend it from time to time.