

US Mobile Terms of Use

These Mobile Terms of Use explain the text messaging programs offered by PureGym US. By opting in to receive SMS messages from us, you agree to these Mobile Terms, and accept our [Privacy Policy | PureGym US](#)

We offer two separate categories of SMS messaging:

1. Transactional/ Operational Messages
2. Marketing/ Promotional Messages

Your consent preferences for each messaging category are maintained independently.

You may opt in to either category separately, and your opt out choice for one category will not affect your consent status for the other category.

PureGym Alerts SMS

By explicitly opting in to transactional SMS communications, you agree to receive non-marketing and transactional text messages, such as account and gym updates, at the number you have provided, including:

- Gym access or entry confirmations
- Class booking confirmations and reminders
- Service or operational notifications affecting gym access or availability

Transactional message frequency may vary depending on your account activity and interactions with PureGym.

PureGym Marketing SMS

By explicitly opting in to marketing SMS communications, you agree to receive recurring automated marketing and promotional text messages, such as promotions, discounts and special offers, at the number you have provided, including:

- Promotions, discounts, and special offers
- Marketing campaigns and announcements
- Membership or upgrade offers
- Product or service updates
- Re-engagement and loyalty messages

Consent to receive marketing text messages is not a condition of purchase.

Marketing message frequency may vary.

Separate Consent and Opt-Out Rights

Transactional and Marketing SMS consents are managed separately.

You may opt out of transactional SMS messages at any time by replying “STOP” to a transactional SMS message.

Opting out of transactional SMS messages will not opt you out of marketing SMS messages if you separately consented to receive SMS marketing communications.

You may opt out of marketing SMS messages at any time by replying “STOP” to a marketing SMS message.

Opting out of marketing SMS messages will not opt you out of transactional SMS messages if you separately consented to receive SMS transactional communications.

After you submit an opt out request, you may receive a final confirmation message confirming your unsubscribe status for the applicable messaging category.

For assistance, reply HELP to any SMS message or contact us at us.member.services@puregym.com

Message and data rates may apply. Supported carriers may include major U.S. carriers such as AT&T, Verizon, T-Mobile, and others. Message delivery is subject to effective transmission by your mobile carrier and is not guaranteed. SMS services are available on supported mobile devices within the United States only. Carriers are not liable for delayed or undelivered messages.

Privacy

We maintain separate records of:

- Transactional SMS consent
- Marketing SMS consent
- Opt-Out requests
- Messaging preference
- Marketing preferences

Your information will be handled in line with our [Privacy Policy | PureGym US](#)

We may modify or terminate either messaging category program or these Mobile Terms at any time. Any changes will become effective upon posting updated terms to our website. This page was last updated on 26/06/2026.