
PRIVACY POLICY

ACTIVE SOFTWARE PLATFORM UK LTD

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We are Active Software Platform UK Ltd, with company number 14943713 and a registered office at Building 18 Gateway 1000 Whittle Way, Arlington Business Park, Stevenage, Hertfordshire, United Kingdom, SG1 2FP (**Active by Business Fitness**).

If you have any questions about this policy, including any requests to exercise your legal rights, please contact us at [activeuk@businessfitness.com] or by writing to our registered office.

This policy was last updated June 2026.

HOW DO YOU USE MY DATA?

Depending upon the reason for requiring the information, some of the information we ask you to provide may be identified as mandatory or voluntary. If you do not provide the mandatory information or any other information we require in order for us to provide our products or services to you, we may be unable to provide our products or services to you in an effective manner, or at all.

- **When you contact us** either by phone, email, via our 'contact us' page or via social media, we will usually collect your name, company name, address, billing address (if different to address), email address, phone number and (if relating to an account query) your user name (together, **account information**), because it's in our legitimate interest to make sure we can properly respond to your query.
- **When you create and log into your account and place orders** we will collect your **account information** and information pertaining to your enquiry such as your delivery information, billing and account details and payment card details. We collect this to take steps to enter into a contract with you, including verifying your identity to protect our business from security threats, and allowing you to purchase our products and services.
- **To send you marketing information.** Where you have previously expressed an interest in our products or services (and not opted-out of marketing) we will use your name and email address to send you updates because it is in our legitimate interests to promote our other products and services we think you might be interested in.
- Where you are a new customer and have opted in via our website to receive updates on our products and services including offers and promotions, we will process your personal information to provide you these updates in line with the preferences you have provided and will only use your personal information in this way with your consent.
- You can withdraw your consent to marketing at any time by contacting us using the information above or, where relevant, by following the unsubscribe link in any marketing communication you receive from us.
- **When you create user content on our website or interact with our social media** we will collect your name, email address and any other information you provide on our website or our page on social media platforms.
- **When you participate in our surveys** we will collect your name, email address and any other personal information you provide to us within your responses.
- **When you use our website** we will collect information about how you use our website to protect our business from technical threats. **Where you consent to our use of**

cookies we will collect information to improve our website and to better understand how people use it. More detail on the information we collect and how we do this is set out in our **Cookie Policy** below.

- **When you use the software comprised in our products** we will collect your usage statistics relating to that software because it's in our legitimate interest to improve our products and services.
- **When you apply for a job with us** we may collect your name, contact details, recruitment information (e.g. right to work documentation and references), test results (inc. psychometric), qualifications, accreditations and any additional information we may receive from our recruitment partners.

We will use your personal information to assess your suitability for our available roles. We do this to perform our contract obligations or to take steps at your request, before entering into a contract. Where we process your right to work documentation, we will do so to comply with our legal obligations.

- **If our business is sold.** We process your personal information for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your personal information in this way, the buyer of our business may not be able to provide services to you.

WHO DO YOU SHARE MY DATA WITH?

- The wider Business Fitness group of companies for the operation of our business.
- Business partners, suppliers and subcontractors for the performance of the contract we enter into with them or you. For example, payment gateway providers and financial institutions.
- Service providers for the performance of the contract we enter into with you to deliver our services. For example to support our IT infrastructure or to send marketing communications.
- Regulators/ Authorities/ Enforcement Agencies if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of our clients or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.
- Prospective buyers of our business under our legitimate interest to ensure our business can be continued by the buyer.

WHERE DO YOU STORE MY DATA?

Any personal information collected and held by Business Fitness may be disclosed to, and held at, a destination outside the UK, including but not limited to Australia, the US, India, the Philippines, Japan, Singapore, France and New Zealand, where we utilise third party service providers to assist Business Fitness with providing our goods and services to you. Personal information may also be processed by staff or by other third parties operating outside the UK who work for us or for one of our suppliers, agents, partners or related companies.

Whenever we transfer your personal information outside of the UK and the EU, we ensure it receives additional protection as required by law. To keep this policy as short and easy to understand as possible, we haven't set out the specific circumstances when each of these protection measures are used. You can contact us using the details above for more detail on this.

HOW LONG DO YOU KEEP MY DATA FOR?

We will only retain your personal information for as long as we need it unless we are required to keep it for longer to comply with our legal, accounting or regulatory requirements.

In some circumstances we may carefully anonymise your personal data so that it can no longer be associated with you, and we may use this anonymised information indefinitely without notifying you. We use this anonymised information to improve the way we work and our services.

WHAT ARE MY RIGHTS UNDER DATA PROTECTION LAW?

You have various other rights under applicable data protection laws, including the right to:

- access your personal data (also known as a “subject access request”);
- correct incomplete or inaccurate data we hold about you;
- ask us to erase the personal data we hold about you;
- ask us to restrict our handling of your personal data;
- ask us to transfer your personal data to a third party;
- object to how we are using your personal data; and
- withdraw your consent to us handling your personal data.

You also have the right to lodge a complaint with us or the Information Commissioner's Office, the supervisory authority for data protection issues in England and Wales. If you are based in the EU you can find your relevant supervisory authority [here](#).

Please keep in mind that privacy law is complicated, and these rights will not always be available to you all of the time.

COOKIE POLICY

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also helps us make improvements.

A cookie is a small file of letters and numbers that we store on your browser or in your device's storage. We only use (and store) non-essential cookies if you provide your consent.

COOKIE	PURPOSE	DURATION	MORE INFORMATION
Google Analytics	This helps us understand how you use the Website and helps us to improve your experience. These cookies may track how long you spend on the website and the pages you visit. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.	The retention period will be between four days and one year.	Google Analytics

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

THE RIGHT TO COMPLAIN

We will always try to maintain the highest standards and encourage the confidence our customers have in us as an organisation. To achieve this, we request that any complaints be first brought to our attention so we can properly investigate matters. If you wish to file a complaint, please contact us using any of our Contact Details below. If you would like to complain about Active Software Platform UK Ltd. to a regulatory body, you may do so by contacting your local data protection supervisory authority.

WHO IS THE ACTIVE SOFTWARE PLATFORM UK DATA PROTECTION OFFICER?

Ametros Group Ltd

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