



## *Privacy Policy*

This Privacy Policy was last updated on 21/05/2018 and is fully compliant with GDPR.

This privacy statement has been formulated to demonstrate our firm and ongoing commitment to the privacy of personal information provided by those visiting and interacting with this web site ([www.b-active.com](http://www.b-active.com)). Providing The Company with your personal information is an act of trust; an act that is taken very seriously in the way that B-Active Fitness Centre operates.

The following discloses our information gathering and dissemination practices.

We recognize the importance of protecting your privacy and our policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to. This policy will be continuously assessed against new technologies, business practices and our members' needs.

The most important factor is that we never ever sell or disclose your information to any other business unless specifically required to fulfil your requirements of us. We also never disclose any of your personal information, publicly.

### *What Information Do We Collect?*

When you visit our web site, participate in social media functions, enter a competition, complete a survey, email or telephone us, you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and Web site use information collected on an aggregate basis as you and others browse our Web site or respond to social media and other events.

#### 1. Personal Information You Choose to Provide:

##### Registration Information

When you register for any of our products, services or newsletters you will provide us information about yourself.

##### Financial Information

If you choose to purchase any of our services, you will be required to give personal and financial information. For example, you will need to provide the following information:

- Full Name
- Marital status
- Mailing address
- Email address
- Bank Account Details
- Contact telephone numbers

- Emergency contact details
- General Health Information

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

## 2. Web Site Use Information

Similar to other commercial Web sites, our Web site utilizes a standard technology called "cookies" (see explanation below, "What Are Cookies?") and web server log files to collect information about how our Web site is used. Information gathered through cookies and Web server logs may include the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site.

### *Why do we collect this information and How Do We Use It?*

We use personal information for purposes of administering our business activities, providing the products and services you requested, to process your payment, to monitor the use of the service, for our marketing and promotional efforts, to improve our content and service offerings, and customize our site's content, layout, services and for other lawful purposes such as enforcing our terms and conditions of membership. These uses improve our site, better tailor it to meet your needs and provide a safer, more secure facility.

Personally identifiable information will not be shared with other parties except as required to fulfil our obligations to you and as required by law.

Occasionally, we may also use the information we collect to notify you about important changes to our Website, new services, and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by unsubscribing.

### What Are Cookies?

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a Web site, that site's computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each Web site can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a Web site to access the cookies it has already sent to you, not the cookies sent to you by other sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

### *How Do We Use Information We Collect from Cookies?*

As you visit and browse our Web site, the site uses cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from having to log in more than is necessary for

security. Cookies, in conjunction with our Web server's log files, allow us to calculate the collective number of people visiting our Web site and which parts of the site are most popular. This helps us gather feedback to constantly improve our Web site and better serve our clients. Cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

#### IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

### *Sharing and Selling Information*

We do not share, sell, lend or lease any of the information that uniquely identify a subscriber (such as email addresses or personal details) with anyone except to the extent it is necessary to process transactions or provide services that you have requested.

### *How Can You Access and Correct Your Information?*

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing us at the usual address. Should you wish to update your details, please call or visit a site of your choice.

### *What About Legally Compelled Disclosure of Information?*

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights. We may also disclose account information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms of Service or to protect the safety of our users and the Public. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

### *What About Other Web Sites Linked to Our Web Site?*

We are not responsible for the practices employed by Web sites linked to or from our Web site or the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Website to another web site, our Privacy Policy is no longer in effect. Your browsing and interaction on any other web site, including web sites, which have a link on our Website, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

### *Your Consent*

By using our Web site you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

Our Commitment To Data Security:

Please note that your information will be stored and processed on our computers in the United Kingdom. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

### *Surveys & Contests*

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and mobile telephone number) Contact information will be used to notify the winners, award prizes or to relay final results. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site and B-Active gym facilities.

### *A Special Note About Children*

Children are not eligible to use our services unsupervised and we ask that children (under the age of 18) do not submit any personal information to us. If you are a minor, you will need to visit the facility with one of your parents or guardians in order to sign up.

#### Acquisition or Changes in Ownership

In the event that the web site (or a substantial portion of its assets) is acquired, your information would be considered part of those assets, and may be part of those assets that are transferred.

### *Policy Modifications*

We may change this Privacy Policy from time to time. If/when changes are made to this privacy policy, we will email users who have given us permission to do so. We will post any changes here, so be sure to check back periodically. However, please be assured that if the Privacy Policy changes in the future, we will not use the personal information you have submitted to us under this Privacy Policy in a manner that is materially inconsistent with this Privacy Policy, without your prior consent.

### *Your Rights*

You have the right to ask us not to process your personal data for marketing purposes. We will always inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise the right at any time, by unsubscribing to any emails or texts of a marketing nature.

#### Choice/Opt-In/Opt-Out

This site allows visitors to unsubscribe so that they will not receive future messages. After unsubscribing we will discontinue sending the particular messages as soon as technically feasible.

Contact details for Opt in/Opt out or to make changes:

B-Active Fitness Centre, 42-44 East Meadway, Kitts Green, B33 0AP – Attention: Mrs. C. Shaw

Tel: 0121 683-6310

Email: [fixit@b-active.com](mailto:fixit@b-active.com) (Please do not send sensitive information via email)

We will securely retain your information for as long as is reasonably necessary and in accordance with applicable law. If you wish to submit a request that your data be deleted, please get in touch. You have the right to receive a copy of the personal information that we hold about you.