

Privacy Notice

Active Communications Ltd

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This notice explains how Active Communications Ltd uses and protects your personal information, including any data used when visiting our website.

Active Communications Ltd is the data controller for personal data regarding any end product/service users, distributors, subscribers, those who have made an enquiry, or had any point of contact with Active Communications Ltd.

We do not under any circumstances trade or sell personal data for commercial purposes and will only ever disclose personal information (other than as described in this notice) if it is required by law.

Data Processing

The privacy of your personal data is important to us. We will keep personal data only in order to communicate with you for the purposes of fulfilling our contract or informing you of relevant information.

We may use your personal information for the following:

- To improve website content using page hits
- To send you our newsletter and any other marketing communications that relate to our business and that we think may be of interest to you. You can inform us or unsubscribe from electronic newsletters at any time, should you wish not to receive this content
- To enable you to use our services
- When necessary, to send your details to a third party supplier in order to enable direct delivery of components

We will keep data provided to us indefinitely, even if you leave our care. This is for the benefit of you, in the event that the information is required at a later date. This data will be stored at the same security levels, regardless of whether you are an existing client or otherwise.

We will of course delete all personal data held, if you specifically request this.

Our business will sometimes involve issuing of warranties. For this reason, we keep job data indefinitely and this will occasionally include some personal data but limited to professional contact details. You are of course entitled to ask us to delete or correct your personal data.

CCTV (Client premises)

If you as a client ask us to review your CCTV footage remotely, that footage will be downloaded and stored on your system only. All information and footage will be left with you.

If there is no facility to view footage remotely, then our engineers will visit to view/edit on your system and it will be saved only on your Server.

If you share anything containing personal data with us, it is your responsibility as the data controller to ensure your own compliance with GDPR.

Data Collection

Active Communications Ltd may collect personal information when:

- you use our website
- you contact us or
- you are a recipient of our services.

We may collect the following types of information:

- your name, address, email address, telephone number(s) and other contact details
- information required to provide you with a service, and details of our services that you have used
- your company's name, your position in the company; the company's address, company's email address and telephone number
- your payment information such as credit or debit card details and bank account details.
- The IP address of you CCTV camera

We do not collect any special category data.

We collect personal information:

- directly from our customers: e.g. when a customer signs up to receive our services or registers on our website
- from publicly available sources: social media (such as LinkedIn), internet services (such as Companies House, company websites, directories etc).

We like to keep your information up to date. If you believe that we have made an error, then please contact us as we have outlined below and we will use reasonable endeavours to correct.

Data Storage

We operate a secure server-based infrastructure and use industry standard backup procedures in addition to cloud services to backup.

Your data may be temporarily held on mobile devices for the purposes of communicating while in transit.

Sub-Contractors

Active Communications Ltd will occasionally use sub-contractors. Sub-Contractors are bound by this privacy policy.

Remote Access

We may occasionally use remote access to enable us to support your systems. Before a remote session, we expect you to close any personal data on your screen. Where we must view the data for the purposes of supporting then this information will be kept strictly confidential.

Web site

Contact Form

If you contact us via the contact form on our website, we may save the details that you have shared with us on our internal CRM database. This is so that should you contact us again, we would be able to refer to any previous enquiries that you may have made. It will also enable us to contact you should we not have sufficient information to answer an enquiry fully or to complete a transaction.

Web Visitors

On our website we use Google Analytics to track our visitors. We have Google Analytics cookies enabled which creates a text file on your computer. The cookie contains an ID number which is used to identify your browser and overall interaction with our website.

We use this data to measure how many people are actively using our site, the website content that they are looking at and then apply this data to improve our website and its overall user experience.

We cannot use this data to identify you as an individual but through Google Analytics we are able to measure individual statistics such as:

- Location (City)
- Visited pages and visit time
- Website interactions
- Browser type
- Operating System (OS)
- IP Address
- Referring site details (which site you came from that led you to our site)

To prevent being tracked by Google Analytics you can clear your cookies after each browsing session. Alternatively, Google chrome extensions are available for download. These extensions will allow you to opt-out of their tracking process.

Your Rights

If your personal data is processed and stored by Active Communications Ltd, you have a number of rights which can be found [HERE](#)

If you have any questions or concerns about the data that Active Communications Ltd holds about you, please contact privacy@activecomms.com. If you are not satisfied by our response you also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. <https://ico.org.uk/make-a-complaint/>