

## **Privacy Policy**

This Policy applies as between you, the User of this Website and Active Kampers Limited ("Active Kampers"), the owner, data controller and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to:

### **1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

#### **Active Kampers**

means the operator and provider of this Website. Registered Address: 100 Church Street, Brighton, BN1 1UJ. Registered in England & Wales. Reg No 076072881

#### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

#### **Data Subject**

The natural person to whom the Personal Data refers.

#### **Data Processor (or Data Supervisor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

#### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

#### **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

#### **Legal information**

This privacy statement has been prepared based on provisions of multiple legislations, including the Data Protection Act 1998 and Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation). Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

#### **Cookie**

means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12;

#### **Data**

means collectively all information that you submit to Active Kampers via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;

#### **Service**

The service provided by this Website as described in the relative terms (if available) and on this site/application.

#### **This Website (or this Application)**

The means by which the Personal Data of the User is collected and processed.

#### **Usage Data**

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

#### User

means any third party that accesses the Website and is not employed by Active Kampers and acting in the course of their employment;

#### Website

means the website that you are currently using (<http://www.activekampers.co.uk>) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## 2. Scope of this Policy

This Policy applies only to the actions of Active Kampers and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

## 3. Data Collected

Without limitation, any of the following Data may be collected by this Website from time to time:

- 3.1 name;
- 3.2 date of birth;
- 3.3 gender;
- 3.4 job title;
- 3.5 profession;
- 3.6 contact information such as email addresses and telephone numbers;
- 3.7 demographic information such as post code, preferences and interests;
- 3.8 driving licence;
- 3.9 driving history;
- 3.10 financial information such as credit / debit card numbers;
- 3.11 IP address (automatically collected);
- 3.12 web browser type and version (automatically collected);
- 3.13 operating system (automatically collected);

## 4. Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behaviour.

#### Google Analytics (Google Inc.)

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out. Privacy Shield participant.

## 5. Use of Data

5.1 Any personal Data you submit will be retained by Active Kampers for up to 7 years.

5.2 Unless we are obliged or permitted by our insurers, or by law to do so, and subject to Clause 6, your Data will not be disclosed to third parties. This does not include our affiliates or other companies within our group.

5.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Clause 11 below.

5.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

5.4.1 internal record keeping;

5.4.2 improvement of our products / services;

5.4.3 transmission by email of promotional materials that may be of interest to you;

5.4.4 contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website.

## 6. Third Party Websites and Services

6.1 Active Kampers may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, insurance, advertising and marketing. The providers of such services do not have access to certain personal Data provided by Users of this Website.

6.2 Any Data used by such parties is used only to the extent required by them to perform the services that Active Kampers requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

## 7. Links to Other Websites

This Website may, from time to time, provide links to other websites including but not limited to PayPal, Availcheck, Facebook and Twitter. Active Kampers has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

## 8. Changes of Business Ownership and Control

8.1 Active Kampers may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Active Kampers. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

8.2 In the event that any Data submitted by Users is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will not be given the choice to have your Data deleted or withheld from the new owner or controller.

## 9. Controlling Use of Your Data

9.1 Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:

9.1.1 use of Data for direct marketing purposes; and

9.1.2 sharing Data with third parties.

## 10. Your Right to Withhold Information

10.1 You may access certain areas of the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data.

10.2 You may restrict your internet browser's use of Cookies. For more information see Clause 13.

## 11. Accessing your own Data

You have the right to ask for a copy of any of your personal Data held by Active Kampers (where such data is held) on payment of a small fee which will not exceed £20.

## 12. Security

12.1 Data security is of great importance to Active Kampers and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

## 13. Cookies

13.1 This Website may place and access certain first party Cookies on your computer. First party cookies are those placed directly by Active Kampers via this Website and are used only by Active Kampers. Active Kampers uses Cookies to improve your experience of using the Website and to improve our range of services. Active Kampers has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

13.2 By using this Website you may receive certain third party Cookies on your computer. Third party cookies are those placed by websites and/or parties other than Active Kampers. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

13.3 Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deems these Cookies to be “strictly necessary”.

13.4 This Website uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and these services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website, it does enable us to continually improve our business.

13.5 The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by removing from your browser.

13.6 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.

13.7 You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

13.8 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

## 14. Changes to this Policy

Active Kampers reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.