

## Introduction

Act Lean takes your privacy and your rights to control your personal data seriously. We do not and will not sell your data to third parties. This privacy policy describes what personal information and data we collect from you, how and why we obtain it and how we store and process it.

We may update this policy from time to time and shall indicate on the web site when changes have been made. Terms such as 'we', 'us' refer to Act Lean Ltd.

## Types of Information we collect

**Information you provide to us** - Information is collected from you when you register with us, contract with us from us, or when you contribute to or use the services we provide to our network of clients - e.g. subscribing to our event mailing lists. Information such as name, phone number, postal address, delivery address and email address are collected.

**Information we collect automatically** - We also may automatically collect information from you, such as your IP address, and use cookies and similar technologies unless you configure your web browser not to accept them. This may include collecting information such as the type of device you use, the operating system you use and your general geographic location.

## Why we collect it

We collect information about you so that we can get tailor our services to you, personalise your use of our site and services, and assist you in the using our site and services. Depending upon your selections for our data protection questions we may arrange for you to be sent information about related products and services from us. You may update the answers to your questions at any time.

**Act Lean will not give or sell your details to any third party.** We will only use customer data for legitimate business purposes.

## How we use personal data

Act Lean uses the data we collect to provide you with the products and services we offer and that you want and also to personalise your experiences. We also use the data to communicate with you e.g. to inform you about our work with you and to update you on the services available to you.

## Who we disclose it to

We will only pass on information about you as an individual to third parties to enable us to perform services requested by you or with your prior consent. Act Lean uses a variety of third party vendors to carry out services like website management and hosting, online financial management and email communications: for any questions about third-party vendors please email [info@actlean.co.uk](mailto:info@actlean.co.uk).

In certain circumstances we may need to disclose information about you if you breach this privacy policy or if you breach the Terms and Conditions. We may also disclose or access your account if required to do so by law or by any Governmental body.

## The legal bases for using Personal Information

There are different legal bases that we rely on to use your personal information:

**(A) Performance of a Contract** – The use of your personal information may be necessary to perform the agreement you have with us e.g. it is necessary to fulfil an order you have given to us, sort out any engagement issues and maintain your account.

**(B) Consent** – If you give us your consent to add you to our mailing list so you can receive information or promotional offers. You can alter this at any time by contacting us to request that this be amended.

## Security

# Data Management & Privacy Policy



Act Lean takes appropriate precautionary measures to ensure your data is safe and secure - e.g. we store the personal data you provide on computer systems that have limited password protected access. Should you hold a password to access protected areas of our website, you can only access your on-line account using an individual user login and password. To protect the confidentiality of personal information, you must keep your password confidential and not disclose it to any other person. Please notify us immediately if you believe your password has been misused or compromised. Act Lean will never ask you to disclose your password in an unsolicited email or phone call.

## Retention of data

Act Lean will retain your personal information for as long as we deem it necessary to fulfil your requirements and maintain our business relationship with you. You can ask for data to be deleted or removed from our systems at any point by emailing us at [info@actlean.co.uk](mailto:info@actlean.co.uk)

## Accessing and updating your personal information

We want you to be in control of how your personal information is used by us, you can do this in the following ways :

- You can ask us for a copy of the personal data we hold about you.
- You can inform us of any changes to your personal information or if you want us to correct any of the personal information we hold about you.
- In certain situations you can ask to us delete, block or restrict the personal information we hold about you or object to ways in which we are using your personal information.
- In certain situations you can also ask us to send the personal information you have given us to a third party.

We rely on you to ensure that your personal information is complete, accurate and up to date. Please do inform us of any changes to or any inaccuracies in your personal information [info@actlean.co.uk](mailto:info@actlean.co.uk)

## Questions?

If you have any questions or complaints relating to this Privacy Policy or how we use the personal information we have about you, please contact us at [info@actlean.co.uk](mailto:info@actlean.co.uk). We will endeavour to respond to you promptly and obtain a fair resolution.

*Should you feel that you do not want us to hold your data on the above basis, and wish us to remove your data from our records, the please send an email to [info@actlean.co.uk](mailto:info@actlean.co.uk), with the words "Opt out" in the message title, and we will remove your information from our systems and records.*

Should you feel unsatisfied with our handling of a complaint regarding our handling of your data, then you are entitled to escalate your complaint to a supervisory authority within the European Union which for the UK is the Information Commissioner's Office (ICO) <https://ico.org.uk/global/contact-us/>