

Privacy policy

We understand that your privacy is important to you. We appreciate that you need to know what information we hold for you and what we use it for.

What will we ask you for?

You may view our website without sharing any personal data however should you choose to make an enquiry with us we will collect your:

- Name
- Date of birth
- Email address
- Phone number

What will we use it for?

We, and our advisers will use this information to make contact with you to discuss your enquiry. We will confirm receipt of your enquiry by email and text so you know which of our advisers will be calling you back.

Who will we share your information with?

Only an adviser from Active Finance UK will call you. We do not sell or share your details or information with any third parties unless authorized directly by you to do so.

In addition, we may disclose information about you:

- to the extent that we are required to do so by law;
- in connection with any legal proceedings or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.

How long will we retain your information?

We will retain your information for as long as reasonably required to provide you services and comply with our legal and regulatory obligations such as that of the Financial Conduct Authority (FCA).

Is it safe?

We take the security of your personal information seriously. We have implemented the appropriate physical and technical measures to protect the information transmitted to us. We seek to exceed the industry standards where facilities allow.

Email communications are not secure and for this reason we cannot guarantee the security of the email, its contents or that it remains virus free once sent

Can you see the data we hold about you?

You can request this information to be updated, produced or deleted. If any of the data we hold is inaccurate we encourage you to contact us so that we may update our records. If you would like a copy of the information we hold please submit a written request to:

Data Controller, Active Finance UK Ltd, 25 Barnes Wallis Road, Fareham, PO15 5TT

Website Technology (Cookies)

We use cookies to keep track of your visit to our site so that we may optimize your experience should you visit us again. We will monitor traffic to the website and the behaviour of our visitors. This data is retained only to collect general usage and statistical information in order to ensure that we continue to meet the needs and interests of our potential customers. They do not include personal information.

We use google analytics to gather information about how long you spent viewing our site today and which pages you visited. This information is used to help us monitor the relevance of our site and enhance the customer experience in the future.