



Active Design Ltd
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4th January 2022

Privacy Policy

Who we are

Active Design is a manufacturer and clinical service provider of specialist seating products. We provide our products across the UK to both NHS and private providers. Active Design is committed to protecting your privacy and will only process personal confidential data in accordance with the Data Protection Act 1998, the General Data Protection Regulation 2018, the Common Law Duty of Confidentiality and the Human Rights Act 1998.

What Information we collect & why

When Active Design supply you a product (often a medical device such as a special seating system) the order may contain some personal information. Active Design needs the information to be able to supply the correct item for your treatment. The use of the personal details ensures that the product supplied is fit for purpose, for warranty purposes and for maintenance history.

Details could include, name, NHS number, local patient ID, condition, weight, gender, age, relevant measurements and delivery address. These records are kept confidential within the Company at all times and are only shared with staff when they need it to carry out their job. All staff are required to work to strict professional standards. The minimum amount of personal information is used in order to supply the right product to you.

All employees and subcontractors must comply with our data protection policies and procedures. Any breaches are treated seriously and may, in certain cases, result in disciplinary action.

Your data will not be sent outside of the European Economic Area (EEA) where the laws do not protect your privacy to the same extent as the law in the UK.

We will never sell any data about you or share it for marketing or insurance purposes.

If you want more details on how long we will hold your information then contact the company Data Protection Officer.

Website

We endeavour to maintain your privacy when you visit our website. Please note our website may contain links to other websites of interest, we are not responsible for the protection and privacy of your information if you click on a link and visit another website. Please check the privacy policy for any website you visit.

We may use cookies on the website to enhance your user experience on the website. Cookie information is stored in your browser and help recognise you if you return to the website and help us to understand how our website is used

Access to your personal information and your rights

You have rights around your personal data and how we handle it. If you believe the information we hold about you is incorrect in any way or you object to the way we use this information you are entitled to view it and request it be amended or deleted. Please contact info@activedesign.co.uk

For more information, please see the ICO document "A guide to your data rights".

Complaints or queries

Active Design tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate.

We would also welcome any suggestions for improving our procedures. If you do have a complaint, contact the Data Protection Officer at info@activedesign.co.uk who will investigate the matter on your behalf and will reply to your enquiry.

If you are not satisfied with the response from Active Design Ltd or believe we are not processing your personal data in accordance with the law you have the right to raise your complaint with the Information Commissioner's Office (ICO)

Contact information ICO:

Website: <https://ico.org.uk/make-a-complaint/>

Telephone: +44 (0) 303 123 1113