**Privacy Policy**

**Last updated: 19/05/2025**

Active Book Club (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website, sign up for services, or interact with our content.

**1. Who We Are**

Active Book Club is operated by Bee Watson, based in the UK. You can contact us at:
📧 **hello@activebookclub.co.uk**

**2. What Data We Collect**

We may collect the following types of personal information:

* Your name and contact details (e.g. email address)
* Subscription preferences and activity (e.g. book choice, membership tier, coaching option)
* Payment details (processed securely via Stripe)
* Survey responses, feedback, or interaction data (e.g. through Typeform)
* Website usage data (e.g. pages visited, clicks)

**3. How We Collect Data**

We collect your data when you:

* Sign up for Active Book Club
* Complete forms (e.g. Typeform surveys or contact forms)
* Interact with our website (via cookies or analytics tools)
* Contact us by email
* Purchase or subscribe via our platform

**4. Why We Collect Data (Legal Basis)**

We collect and process your data for the following reasons:

* **Contractual necessity:** to deliver services you’ve subscribed to
* **Legitimate interests:** to improve user experience and tailor content
* **Consent:** for optional communications, surveys, or marketing
* **Legal obligation:** to comply with financial and tax laws

**5. Third-Party Tools We Use**

We work with trusted third-party platforms to help deliver our services. These may include tools for website hosting, payment processing, email communication, automation, and surveys.

We only share personal data with providers necessary for our operations. All partners are required to process your data securely and in line with data protection law.

We do not sell your data or share it with any third parties for advertising purposes.

**6. Cookies and Tracking**

Our website uses cookies (small files placed on your device) to:

* Understand user behaviour and improve site performance
* Remember your preferences
* Enable basic functionality (e.g. login sessions)

You may adjust cookie preferences through your browser settings. Continued use of the site implies consent to our cookie use.

**7. How We Store and Protect Your Data**

* Data is stored securely via Wix and the trusted third party encrypted platforms used to deliver our services
* Access is restricted to authorised personnel only.
* We retain your data only as long as necessary for service delivery, legal compliance, or user support.

**8. Your Rights (Under UK GDPR and Global Laws)**

You have the right to:

* Request access to your data
* Request corrections or deletion
* Withdraw consent at any time
* Lodge a complaint with the UK Information Commissioner’s Office (ICO)

To exercise any of these rights, email **hello@activebookclub.org**

**9. Data Transfers**

As we use international tools (e.g. Stripe, Gmail), your data may be transferred outside the UK. These providers comply with appropriate safeguards to protect your information.

**10. Children**

Active Book Club is not intended for users under the age of 18. We do not knowingly collect data from children.

**11. Changes to This Policy**

We may update this Privacy Policy to reflect changes in law or our services. Significant changes will be notified via email or posted on our website.

**12. Contact**

For questions or data access requests, contact:
📧 **hello@activebookclub.org**