

# ACTIVE REALITY

## Privacy Policy for Active Reality Ltd | 2025

Last updated January 2025

### Overview

Active Reality is committed to protecting the privacy of our customers. This privacy policy explains how we collect, use, disclose, and safeguard your information when you visit our website ([www.active-reality.com](http://www.active-reality.com)), use our services, or engage with us through other related services, including any other media form, media channel, mobile website, or mobile application related or connected thereto.

### Information We Collect

**Personal data:** This may include your name, address, email address, telephone number (including for SMS communications), and demographic information (such as your age), which you provide to us when registering on our site, filling out a waiver, or as part of purchasing our products and services.

**Usage data:** Information on how you use our website and services, including your browsing history, the pages viewed, and the links clicked.

**Technical data:** This includes IP addresses, browser type and version, time zone setting and location, browser plug-in types and versions, operating system, platform and other technology on the devices you use to access our website.

### How We Use Your Information

- To provide, operate, and maintain our services
- To improve, personalise, and expand our services
- To understand and analyze how you use our services
- To develop new products, services, features, and functionality
- To communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes
- To process your transactions
- To find and prevent fraud
- To send SMS communications, including marketing messages and reminders about upcoming visits, with your prior consent.
- To manage opt-outs and ensure compliance with your communication preferences regarding SMS.

# ACTIVE REALITY

## How We Share Your Information

**Third Party Service Providers:** We may share your information with third party service providers that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

**Legal Obligations:** We will share your information where required to do so by law, such as to comply with a subpoena, or similar legal process, and when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

**Business Transfers:** If Active Reality is involved in a merger, acquisition, or sale of all or a portion of its assets, your personal information may be transferred as part of that transaction.

## Third-Party Services

Our site may contain links to third-party websites and services that are not owned or controlled by Active Reality. We are not responsible for the privacy practices or the content of third-party sites. You shall be made aware of entering a third party site through a notification or URL change.

## SMS Communications

- **Consent:** By providing your phone number, you agree to receive SMS communications from Active Reality, including marketing messages and reminders about upcoming visits. You can opt out of SMS marketing communications at any time by replying "STOP" to any SMS you receive from us or by contacting us directly at [insert contact email or phone number].
- **Frequency:** The frequency of SMS communications will vary based on your preferences, interactions, and bookings with us.
- **Opt-Out:** If you choose to opt out of SMS communications, you will still receive essential transactional messages related to your bookings or account (e.g., reminders about upcoming visits).
- **Third-Party Providers:** We may use third-party service providers to facilitate the delivery of SMS communications. These providers are bound by data protection agreements to safeguard your information.
- **Data Usage:** Your phone number will not be sold or shared with unaffiliated third parties for their own marketing purposes.

# ACTIVE REALITY

## Security

We take reasonable measures to protect the information we collect from you. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## Your Rights

Under data protection laws, you have rights including:

- Access – You have the right to request copies of your personal data from us.
- Rectification – You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- Erasure – You have the right to request that we erase your personal data, under certain conditions.
- Restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- Object to processing – You have the right to object to our processing of your personal data, under certain conditions.
- Data portability – You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.
- Withdraw consent – You have the right to withdraw your consent to receive SMS communications at any time by contacting us or replying "STOP" to any SMS you receive from us.

## Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on our website, prior to the change becoming effective.

## Contact Us

If you have any questions about this Privacy Policy, please contact us at [hello@active-reality.com](mailto:hello@active-reality.com).