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Our Privacy Promises

1. We use data to deliver products and services to improve health outcomes

- a. we may use your data to deliver products, services or information you request
- b. we may use your data to improve how we deliver services to you
- c. we may use your data for administrative purposes, including but not exclusively for anti-fraud purposes, market research and IT disruption
- d. we may use your data for research, development, planning and delivery of better products and services
- e. we may use your data to market our products and services to you

2. You are in control of your data

- a. whenever possible and required, we will tell you how we treat your data and put you in control of what happens to it
- b. we will always act promptly on your requests about your personal data, and follow data protection laws that apply to us such as the Data (Use and Access) Act 2025, Data Protection Act 2018 and UK/EU GDPR

3. We keep your data secure

- a. we will always use the most appropriate technology to keep your data safe
- b. we will always independently validate our security practices and measures
- c. we will always inform you promptly of any product, service or information issues that may affect you

FITFILE Web Privacy Policy

Scope

FITFILE's Web Privacy Policy (WPP) applies to personal data that FITFILE collects through web interactions with users of the FITFILE website.

1. Who is responsible for my personal data?

FITFILE Group Limited is a company registered in England and Wales with registration number 12492844 and registered address at 167-169 Great Portland Street, 5th Floor, London, W1W 5PF. FITFILE Group Limited acts as the “data controller” for the purposes of personal data protected under data protection laws that apply to FITFILE, including but not limited to the Data (Use and Access) Act 2025, Data Protection Act 2018 and the EU/UK GDPR.

2. What personal data does FITFILE collect about me and how is it used?

Personal data is data that relates to you, such as your name, email and contact details. FITFILE collects your personal data through your own submissions to the FITFILE website, through information on how you use the website, through your interactions with it and through any other legitimate means of data access/collection.

FITFILE processes your personal data to:

- a. deliver products, services or information you request
- b. deliver and improve the delivery of FITFILE services to you
- c. comply with regulatory requirements, ensure data quality is maintained, prevent abuse/misuse, regulate access, market research, management of disruption to services etc. (administrative purposes)
- d. conduct research, development, planning and delivery to improve products and services
- e. market FITFILE products and services to you

3. What are my rights to data protection? ¹

The Data (Use and Access) Act 2025, Data Protection Act 2018, EU/UK GDPR and other data protection laws regulate and safeguard specific rights that give you control of your personal data. Specifically:

a. Data Portability

You have the right to receive your data in a portable format.

b. Data Access

You have the right to know whether FITFILE holds your personal data and what personal data is held. If you wish to request a copy of your personal data, please use the 'Contact Us' form and make sure you include your name, a description of the data you require and any other useful information to help us respond quickly and effectively to your request.

c. Data Correction

You have the right to request that any error(s) in your personal data is rectified.

d. Data Erasure

You have the right under specific circumstances to request that your personal data is erased. Your personal data will be erased after the period required to fulfil the purposes under which FITFILE processed your data.

e. Objection and Consent

You have the right to object to the processing of your personal data for direct marketing purposes. Where we process your personal data based on your explicit consent, you can withdraw your consent. You can unsubscribe from marketing communications or withdraw consent using the 'Contact Us' form.

4. How does FITFILE protect my personal data?

We believe that trust is extremely important to our relationship with you. We are committed to protecting your personal data by using the most appropriate technologies, organisational processes, and operating procedures.

¹ These are simplified explanations of the GDPR rights. For full text and details, please refer to the ICO website [here](#) or the European Commission website [here](#)

5. Does FITFILE share my personal data?

FITFILE does not share your personal data unless there's a legitimate legal basis. However, FITFILE may share your personal data with other companies within the FITFILE group. Your personal data may also be disclosed to a third party should FITFILE Group Limited be acquired.

6. How does FITFILE deal with cookies?

We may use cookies to ensure the continued and efficient operation of our website, to deliver and improve our products and services, to track web users, web security, marketing analytics, and to improve our website.

7. How can I contact FITFILE?

Should you have any questions with regard to this policy or would like to provide feedback, you can contact the FITFILE Group Data Protection Officer by using the 'Contact Us' form or write to the following address:

FITFILE Group Limited
FAO Group Data Protection Officer
167-169 Great Portland Street
5th Floor
London
W1W 5PF