Fitness Device & Activity Data Integration

What data we collect

If you choose to connect a third-party fitness device or application (such as Garmin, Strava, Apple Health, or similar) to your fundraising page, we may collect activity data from that device or application. This may include, but is not limited to:

- Distance travelled (steps, kilometres, miles)
- Activity type (walking, running, cycling, swimming)
- Duration and frequency of activity
- Unit-based measurements relevant to your fundraising campaign

This data is collected only with your explicit consent at the point of connection and may be withdrawn at any time by disconnecting your device or application.

How we use this data

Fitness activity data collected through your fundraising page is used to:

- Display your progress on your personal fundraising page
- Update fundraising milestones and campaign goals
- Provide you and your supporters with a meaningful and engaging fundraising experience
- Analyse activity patterns and engagement signals — including through automated or AI-assisted tools — to personalise your fundraising experience, optimise campaign performance, and improve the products and services we offer

Where automated analysis or artificial intelligence is used to process activity data, it is applied solely to enhance your fundraising experience. This may include personalised insights, prompts, or suggestions designed to support your fundraising activity and improve supporter engagement.

Important: Any artificial intelligence or automated processing applied to fitness activity data operates exclusively on anonymised, aggregated data. No personally identifiable information — including your name, contact details, or any data that could be used to identify you as an individual — is shared with or processed by AI systems. Automated processing will not be used to make decisions that have a legal or similarly significant effect on you without your knowledge.

Third-party platforms

When you connect a third-party fitness application, data is transmitted to us via that platform's authorised API. Your use of any third-party application is governed by that platform's own terms

of service and privacy policy. We are not responsible for the data practices of third-party platforms.

Data retention

Fitness activity data is retained for as long as your fundraising page is active and for a reasonable period thereafter in accordance with our standard data retention practices, or until you request deletion.

Your rights

You may disconnect your fitness device or application at any time. You may also request access to, correction of, or deletion of your activity data by contacting us.