



PRIVACY POLICY

At Whitley Golf Club we value your privacy. It is important that you read and understand the privacy policy as it will explain how we collect and use your personal information and why we do this. This policy relates to your use of this website and data gathered at Whitley. All personal information is kept on a secure server.

If you are asked to provide information when contacting us and using our website, it will only be used in the ways described in this privacy policy. If you have any questions about this policy, please email info@whitleygolfclub.com.

Data Protection

For the purposes of data protection this policy refers to the EU General Data Protection Regulation (GDPR) or any subsequent, and successor, legislation.

Whitley Golf Club Ltd is the 'data controller'. This means that we are responsible for deciding how we hold and use personal information about you and explaining it clearly to you.

Who are Whitley Golf Club Ltd?

Whitley Golf Club Ltd is the trading company name for business activities of the Golf Club.

VAT registration number: 639478194000

The trading address is: Whitley Golf Club, Westlands Farm, Whitley, Melksham, Wiltshire, SN12 7QG.

Whitley Golf Club Ltd is registered with the UK Companies House Office with registration number 08445734.

Whitley Golf Club's Privacy Policy

Personal information

Personal information, or personal data, refers to any information about an individual from which that person can be identified. It does not refer to anonymous data. Anonymous data is information where any personal identifiers have been removed.

Information we collect

- When you purchase from us, book with us or become a member of Whitley Golf Club we can ask for, and collect, personal information such as your name, address, telephone number, email address, date of birth and gender (where necessary), payment details.
- If you sign up to receive our email newsletter, we will request and store your email address.
- Whitley Golf Club may also collect information regarding your visit to whitleygolfclub.com. This may include where you are geographically, how you were referred to us (e.g. search engines or email marketing), your browser and device type, the pages you viewed, the duration of your visit and any search terms used. This information is collected based on our Cookie Policy.

How do we use your personal information?

We use this information to make your experience as easy and enjoyable as possible.

- To communicate important information about the club or course.
- To send you newsletters, special offers and/or promotions that may be of interest if you have consented for us to do so or we believe may be of interest to you. You may opt-out of receiving these messages at any time by clicking the UNSUBSCRIBE button on the bottom of all our emails.
- Any information we collect about customers' browsing and buying habits is used for internal reporting and statistical analysis and to continuously improve the Golf Club website and the products and services offered to our customers.
- To assist in the detection and prevention of fraud.

Why do we contact you?

- If you have signed up for our newsletters, we contact you to update you about exciting new promotions, events, special offers, sales and offers which are exclusive to our contact list. You can opt out of marketing emails at any time – see below for more details.
- We may also contact you about feedback on our products & services. This would be requested via email with a link to external websites and they are hosted and stored securely on their site. Such external sites will have their own privacy policy.
- If successful when entering any of our competitions or prize draws we will contact you by email to notify you.
- We will contact you by telephone if there is a problem or if we need to get in touch about your booking.
- Where you contact us via social media to make an enquiry, we will respond via the email or phone number you have provided in the enquiry.

Customer rights

Right of access – You have the right to obtain confirmation that your data is being processed and request access to your personal data. You can make a request by email to

info@whitleygolfclub.com or in writing to:

Data Protection Officer – Marketing Department

Whitley Golf Club

Corsham Road

Whitley

Melksham

Wiltshire

SN12 8EQ

In the first instance we will provide a copy of the information free of charge. However, we may charge a reasonable administration fee when a request is manifestly unfounded or excessive, or to comply with requests for further copies of the same information although this does not mean that we will charge for all subsequent access requests.

We will without delay and within 1 month of your request (subject to extensions in some cases):

- confirm what personal data we hold about you;
- provide a copy of the data in commonly used electronic format if the request is made electronically.

- provide any supporting explanatory materials.

We can extend the time to respond by a further two months where requests are complex or numerous. If this is the case, we will inform you of this within one month of the receipt of the request and explain why the extension is necessary.

Data portability – in addition to your access right you can require us to provide a copy of your information that we hold in a commonly used machine-readable format.

Rights of Rectification and Erasure (the right to be forgotten) – you may ask us to correct or remove information you think is inaccurate or no longer necessary.

Marketing communications

You can sign up to receive marketing communications through our online website sign up form. Simply tick the opt-in box at any of these stages.

Marketing communications may be sent by either electronically via email or physically through the post.

Unsubscribe from marketing communications

All Whitley Golf Club customers have the choice to refine or opt out of receiving marketing communications from us.

If you do not wish to continue to receive marketing communications from us, you can easily click on the 'Unsubscribe' link at the bottom of all email communications. Please note that if you opt-out of receiving marketing communications, we may still store data relating to you and may contact you directly about your bookings and membership.

The things we cannot control...

Third party sites: Our site may contain links to and from the websites of our partner networks, and other third parties. If you follow a link to any of these websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

We will use cookies (electronic tags) to monitor your browsing and purchasing habits on our site, for example, which pages are visited, and whether they are purchased from. If you have registered with us then your computer will store an identifying cookie, which will save you time each time you revisit www.whitleygolfclub.com by remembering your email address for you. You can change the settings on your browser to prevent cookies being stored on your computer without your explicit consent. Please see our cookie policy for full details.

Encryption

We use a secure server technology to ensure your information is protected to the highest standards. We use encryption to safeguard your personal information. This encryption makes it virtually impossible for unauthorised parties to read any information that you send us. The encryption technique we use is the highest standard available for e-commerce.

Changes to our Privacy Policy

We keep our privacy policy under regular review and we will place any updates on this webpage. This privacy policy was last updated 24th May 2018.

Any questions?

If you have questions about your personal data or our privacy policy, please contact our Marketing Department – info@whitleygolfclub.com or phone: 01225 790099.

Alternatively, you can write to us at:

Data Protection Officer – Marketing Department

Whitley Golf Club

Corsham Road

Whitley

Melksham

Wiltshire SN15 2LB