

Template GolfNow - Specific Privacy Notice for Golf Clubs

As data controllers of Golfer and website visitor data, Golf Clubs are required to provide Golfers and website visitors with information about how their personal data is processed. This is typically done through a privacy notice or a privacy policy.

Since through the provision of its software and service GolfNow assists Golf Clubs with the processing of Golfer personal data, for the convenience of its customers, GolfNow has put together a summary of this processing and some generic wording that we think may be relevant for our Golf Club customers. The text below is a template that Golf Clubs may wish to adapt and incorporate into their existing privacy policies and/or present to their members and visitors through the respective GolfNow module. This is not a template for an entire privacy notice / policy as it does not include all of the issues that need to be covered in a privacy notice / policy, e.g. retention periods. The UK Information Commissioner's Office has the following guidance on this topic: <https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/>

Each Golf Club can elect to present its privacy notice to Golfers through both the visitors and members modules.

There may be slight nuances in the wording that should be presented to member Golfers and visitor Golfers (e.g., to reflect the different categories of personal data a Golf Club collects for each). Therefore, Golf Clubs should carefully review and update the below privacy statement before presenting it to Golfers via the GolfNow members or visitors modules.

What personal information does Golf Club collect about you?

Golf Club collects the following personal information from golfers:

- Name and contact details, such as address, email and phone number.
- Payment details, such as credit card and purchase history.
- Details of golfers' visits to Golf Club's website and other information provided, such as responses to surveys and marketing preferences.

How does Golf Club use golfers' personal information?

A Golf Club uses this information for the following purposes:

- To operate the club and provide golfers with booking, event management and other services they request.
- For internal club record keeping.
- (Provided the Golfer gives consent) To send Golfers promotional emails about special offers or other membership benefits that they may find interesting (the Golfer can opt-out from receiving these types of communications at any time).
- (Provided the Golfer gives consent) To contact Golfers for market research purposes to ask about new products or services that may be offered in the future (the Golfer can opt-out receiving these types of communications at any time).

Does Golf Club share your personal information with third parties?

Golf Club will not share Golfers' personal information without consent, except:

- Where it is necessary to share with a service provider, such as GolfNow, in order to provide Golfers with services they have requested, such as booking tee times, customer support or marketing.
- To share it with trusted business partners for the purposes of conducting data analytics or market research on an aggregated or anonymised basis.
- Where Golf Club has a legal obligation to disclose the information (such as responding to a court order), to protect Golf Club's legal rights or to prevent fraud or illegal activity.

Disclaimer: This Privacy Notice for Golf Clubs does not constitute legal advice and its content is for general information purposes only. The Golf Club should seek specialist legal advice in relation to the particular subject matter and for their own specific circumstances.