

## GOLFNOW/BRS

### **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.