



Scarborough North Cliff Golf Club Privacy notice for Visitors

Here at Scarborough North Cliff Golf Club, we want to ensure that any personal information we have collected about you, is safe and secure.

This notice is to explain how we may use personal information we collect before, during and following your visit to us. This notice explains how we comply with the law on data protection, what your rights are and for the purposes of data protection we will be the controller of any of your personal information.

Personal information we may collect from you

Depending on the type of booking you make with us, you may initially provide us with or we may obtain personal information about you, such as information regarding your:

- Personal contact details that allow us to contact you directly such as name, title, address, email address and telephone numbers
- Gender
- Records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us
- Any credit/debit card and other payment details you provide in order for us to receive payments from you
- Records of your attendance at events hosted by us
- Images in video and/or photographic form and voice recordings
- Your marketing preferences so that we know whether and how we should contact you
- Records and assessment of any player rankings, grading or rating, competition results, details regarding events and matches attended and performance

Where we collect your information

We typically collect personal information about our visitors when you contact us to make a booking, make a booking online, complete entry forms for competitions at the Club, when you make a query and/or complaint or when you correspond with us by phone, email or in some other way.

If you are providing us with more than one point of contact for your booking, they also have a right to know and to be aware of what personal information we hold, how we collect it and how we use and may share that information. Please share this privacy notice with those of whom you feel are sufficiently mature to understand it. They also have the same rights as set out in the 'Your rights in relation to personal information' section below.

Uses made of the information

The table below describes the main purposes for which we process your personal information, the categories of your information involved and our lawful basis for being able to do this.

Purpose	Personal information used	Lawful basis
To administer any bookings you have with us and manage our relationship with you, including dealing with payments and any support, service or enquiries	All contact and booking details, transaction and payment information, records or your interactions with us and marketing preferences	This is necessary to enable us to properly manage and administer your booking with us

made by you		
To arrange and manage any contracts for the provision of any services or products	All contact and booking details, transaction and payment information, records or your interactions with us	This is necessary to enable us to properly administer and perform any contract for the provision of any services and products you have purchased from us
To send you marketing information we think you might find useful or which you have requested from us, including newsletters, information regarding special offers and events	Contact details and marketing preferences	Where you have given us your express consent to do so
To answer your queries or complaints	Contact details and records of your interactions with us	We have a legitimate interest to provide complaint handling service to you in case there are any issues with your booking and/or visit.
Retention of records	All the personal information we collect	We have a legitimate interest in retaining records whilst they may be required in relation to complaints or claims. We need to retain records in order to properly administer and manage your booking/visit and run our Club. In some cases, we may have a legal or regulatory obligation to retain records
The security of our IT systems	Your usage of our IT systems and online portals	We have a legitimate interest to ensure that our IT systems are secure
To conduct data analytics studies to better understand event attendance and trends within golf	Records or your attendance at any events or competitions hosted by us	We have a legitimate interest in doing so to ensure that our visitors are targeted and relevant
For the purposes of promoting our club, our events and visitor packages	Images in video and/or photographic form	Where you have given us your express consent to do so

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information, we may not be able to admit you as a visitor or we may not be able to properly perform our contract with you or comply with legal obligation and we may have to cancel any booking(s) you have made with us. For other personal information you may not be under any obligation to provide it to us, but if you do not provide it then we may not be able to properly perform our contract with you.

Where you have given us your consent to use your personal information in a particular manner, you have the right to withdraw this consent at any time, which you may do so by contacting us as described in the 'Contacting us' section below.

Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain benefits to you.

Direct Marketing

Email, post and SMS marketing: from time to time, we may contact you by email, post or SMS with information about products and services we believe may be of interest to you.

We will only send marketing messages to you in accordance with the marketing preferences you set. You can then let us know at any time that you do not wish to receive marketing messages by contacting us. You can also unsubscribe from our marketing by clicking on the unsubscribe link in the marketing messages we send to you.

Disclosure of your personal information

We do not sell, trade or rent your personal information to others.

We share personal information with the following third parties;

- To any governing bodies or regional bodies for the sports covered by our Club, to allow them to administer the sport at local, regional and national levels.
- Service providers, e.g. payment processors and IT services (including BRS Golf, Club Systems, Premium Credit)
- The Government or our regulators, where we are required to do so by law.
- Police, Law enforcement and Security Services, to assist with the investigation and prevention of crime and the protection of national security.

How long do we keep personal information for?

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you. However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained for a period of six years in accordance with usual commercial practice and regulatory requirements. Generally, where there is no legal requirement, we retain all physical and electronic records for a period of 3 years after your last contact with us. Exceptions to this rule are:

- CCTV records which are held for no more than 30 days unless we need to preserve the records for a purpose of prevention and detection of crime
- Information that may be relevant to personal injury or discrimination claims may be retained until the limitation period for those types of claim has expired. For personal injury or discrimination claims this can be an extended period as the limitation period might not start to run until a long time after the event.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your email address or contact telephone number. You can update this information by contacting us using the details set out in the 'contacting us' section below.

Your rights in relation to personal information

You have the following rights in relation to your personal information:

- The right to be informed about how your personal information is being used
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you
- The right to request the erasure of your personal information in certain limited circumstances

- The right to restrict processing of your personal information where certain requirements are met
- The right to object to the processing of your personal information

Your right to withdraw consent or object to processing for direct marketing purposes are absolute rights.

Whilst this privacy notice sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

To exercise any of the above rights, or if you have any questions relating to your rights, please contact us by using the details set out in the 'Contacting us' section below.

If you are unhappy with the way we are using your personal information you can also complain to the UK Information Commissioner's Office or your local data protection regulator. We are here to help and encourage you to contact us to resolve your complaint first.

Changes to this notice

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. For significant changes to this notice we will try to give you reasonable notice unless we are prevented from doing so. Where required by law we will seek your consent to changes in the way we use your personal information.

Contacting us

In the event of any query or complaint in connection with the information we hold about you, please email: info@northcliffgolfclub.co.uk or write to us at Scarborough North Cliff Golf Club, North Cliff Avenue, Scarborough, North Yorkshire, YO12 6PP.

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