



## **Nene Golf Privacy Policy for BRS Golf System Users**

Effective Date: July 2025

### **1. Introduction**

Nene Golf is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal data when you use our services through the BRS Golf system.

We act as a Data Controller under the UK General Data Protection Regulation (UK GDPR).

### **2. What Data We Collect**

When you use the BRS Golf system, we may collect the following types of personal data:

- Full name
- Date of birth
- Email address
- Telephone number(s)
- Home address
- Golf club membership status
- Booking history and tee time preferences
- Payment details (processed securely through a third-party payment processor)

### **3. How We Collect Your Data**

Your data is collected when you:

- Register or log into the BRS Golf system
- Make a booking (tee time, competition, etc.)
- Update your profile or contact details
- Contact us directly through email, phone, or in person
- Participate in events or competitions
- Sign up for membership or renewals

### **4. How We Use Your Data**

We use your personal data to:

- Manage bookings, memberships, and competitions

- Communicate updates, confirmations, and changes to bookings
- Maintain accurate club records and comply with golf regulations
- Send club news, updates, and promotional material (only with your consent)
- Handle enquiries, feedback, and complaints
- Improve our services and ensure smooth operation of the BRS system

## **5. Lawful Basis for Processing**

Our lawful bases for processing your data include:

- Contractual necessity – to manage your bookings and membership
- Legal obligation – to comply with regulatory requirements
- Legitimate interests – to operate and improve our services
- Consent – for marketing communications (you may withdraw consent at any time)

## **6. Data Sharing**

Your data may be shared with:

- BRS Golf (operated by GolfNow) as our booking system provider
- Our payment processor for secure payment handling
- Golfing bodies (e.g. England Golf) where necessary for competition or handicap purposes
- Authorised staff or contractors who support club operations
- We will never sell your data or share it with third parties for their marketing purposes.

## **7. Data Storage and Security**

Your data is stored securely within the BRS Golf system and protected by industry-standard security protocols. Access is restricted to authorised personnel only. We retain your data only for as long as necessary to fulfil our obligations and maintain accurate club records, unless a longer retention period is required by law.

## **8. Your Rights**

Under the UK GDPR, you have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Request erasure of your data ("right to be forgotten")
- Object to or restrict certain processing
- Withdraw consent at any time (where applicable)
- Lodge a complaint with the Information Commissioner's Office (ICO)
- To exercise any of these rights, please contact us using the details below.

## **9. Contact Us**

If you have any questions about this policy or your data, please visit the Nene Golf Office located at the Thorpe Wood Driving Range or call 01733 267701.