



Nene Golf Privacy Policy for BRS Golf System Users

Effective Date: 11 February 2026

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 interact with us, including when you use our services through the BRS Golf booking system.

Nene Golf acts as a Data Controller under the UK General Data Protection Regulation (UK GDPR). Our booking platform provider, BRS Golf (operated by GolfNow), and selected third-party service providers act as Data Processors on our behalf.

2. What Data We Collect

When you use the BRS Golf system or engage with Nene Golf, we may collect and process the following 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 via third-party payment providers – we do not store card details)

3. How We Collect Your Data

Your personal data is collected when you:

- Register or log into the BRS Golf system

- Make a booking (tee time, competition, events, etc.)
- Update your personal profile or contact details
- Contact us by email, telephone, or in person
- Participate in competitions, events, or promotions
- Apply for membership or complete membership renewals

4. How We Use Your Data

We use your personal data to:

- Manage bookings, memberships, competitions, and events
- Communicate booking confirmations, updates, and important operational information
- Maintain accurate club and handicap records
- Process payments securely
- Provide customer support and respond to enquiries
- Send club news, service updates, and marketing communications (where consent has been given)
- Improve our services, systems, and customer experience
- Support reporting, pricing optimisation, marketing campaigns, and social media engagement

5. Lawful Basis for Processing

Our lawful bases for processing your personal data include:

- Contractual necessity – to fulfil our obligations in managing bookings and memberships
- Legal obligation – to comply with regulatory and governing body requirements
- Legitimate interests – to operate, improve, and market our services effectively
- Consent – for marketing communications, which you may withdraw at any time

6. Data Sharing and Third Parties

Your personal data may be shared securely with trusted third parties, including:

- BRS Golf (operated by GolfNow) – as our online booking and membership management system provider
 - BRS Privacy Policy: <https://www.brsgolf.com/privacy-policy>
 - GolfNow Privacy Policy: <https://www.golfnow.co.uk/privacy-policy>

- The Revenue Club – who provide services including dynamic pricing management, digital marketing email campaigns, social media marketing, performance reporting, and analytics
- Payment processing providers – to securely process transactions
- Authorised staff and professional contractors – who support the operation, administration, and marketing of Nene Golf

We do not sell your personal data, and we do not allow third parties to use your data for their own marketing purposes. All third parties are contractually required to process your data securely and in compliance with UK GDPR.

7. Data Storage and Security

Your data is stored securely within the BRS Golf system and our internal systems, protected by industry-standard technical and organisational security measures. Access is limited to authorised personnel only.

We retain personal data only for as long as necessary to fulfil our contractual, legal, and operational obligations, unless a longer retention period is required by law.

8. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate or incomplete data
- Request erasure of your data ("right to be forgotten")
- Restrict or object to 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 Privacy Policy or how your personal data is handled, please contact:

Nene Golf

Thorpe Wood Driving Range

Telephone: 01733 267701