

Moor Allerton Golf Club

Data Privacy and You - Visitors Edition

About this document

Moor Allerton Golf Club has produced this document to inform you how the organisation stores and uses any personal information provided by you as a visitor to the golf club. This document is not applicable to members. If you are a member and are interested in our data privacy policy please refer to the 'Data Privacy for Members' document which can be found on our website at <http://magc.co.uk/gdpr-data-privacy>

For the purposes of GDPR (General Data Protection Regulation), Moor Allerton Golf Club (Leeds) Ltd is classed as a Data Controller.

If you have any concerns about your personal data you should contact the golf club in writing and your concerns will be passed to the nominated Data Protection Officer. The address to send all correspondence is:-

Moor Allerton Golf Club
The Clubhouse, Coal Road,
Wike, Leeds LS17 9NH
West Yorkshire

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Online bookings via the club website

When you make a booking via the club's website, you are re-directed to our tee-time management system. This system is hosted by BRSGolf. For the purposes of GDPR the company that supplies the BRS Tee Management System is classed as a Data Processor.

During the booking process, personal information is collected in order to proceed with the booking. The table below identifies the personal information we collect.

Personal Information Attributes BRS Visitor Booking

Data Type	Status	Used by MAGC
Title	Optional	Yes
Forename	Mandatory	Yes
Surname	Mandatory	Yes
Address	Mandatory	Yes
Email Address	Optional	Yes
Telephone No	Mandatory	Yes
Mobile No	Optional	Yes

At this stage in the booking process, you are also asked to provide any marketing preferences. This is an **OPT-IN** service where you can identify how you would be preferred to be contacted. You are **NOT** by default set to receive marketing information automatically. It is up to you to decide if you wish to receive marketing information from the golf club. The options are Email, Text Message, Post, Phone.

As you progress through the booking transaction, the final part of the process is to make electronic payment for your chosen tee-time. Moor Allerton Golf Club uses a company called Worldpay to process all electronic payments. For the purposes of GDPR Worldpay is classed as a Data Controller.

Most of the data supplied during the booking process is passed through to the payment system. In addition, your credit or debit card details are also taken at this point to conclude the transaction. Moor Allerton Golf Club does not store any credit or debit card information.

Once payment has been made, the booking will be added to the tee-time management system automatically and an email will be sent to the club confirming the booking details.

Online bookings via third party tee-time agencies

We use a variety of on-line third party tee time providers such as teeofftimes.co.uk and golfnow.com to make bookings. For the purposes of GDPR these companies are classed as data controllers. All personal details and payment information is handled by these companies. Once a

Personal Information Attributes Third Party Agencies

Data Type	Status	Used by MAGC
Title	Optional	Yes
Forename	Mandatory	Yes
Surname	Mandatory	Yes
Address	Optional	Yes
Email Address	Optional	Yes
Telephone No	Mandatory	Yes
Mobile No	Optional	Yes

booking has been made, the booking information is added to our tee-time booking application electronically. The table below identifies the information that is transferred from the agency to our tee-time booking application.

Direct Bookings

When a booking is made directly with the club via telephone or email, we will record the information noted in the table below. We may at this point take a deposit, or payment for the event in full, or in some cases ask for payment on the day when you arrive at the club. If a payment is required by debit or credit card over the phone, card number, expiry date and address information will be required in order to complete the financial transaction. This information is input into the card machine. This information beyond execution of the transaction is not recorded or

stored by the club in any way. Our electronic payments are processed by Worldpay. For the purposes of GDPR Worldpay is classed as a Data Controller.

Personal Information Attributes Direct Bookings

Data Type	Status	Used by MAGC
Title	Optional	Yes
Forename	Mandatory	Yes
Surname	Mandatory	Yes
Address	Mandatory	Yes
Email Address	Optional	Yes
Telephone No	Mandatory	Yes
Mobile No	Optional	Yes

Visitor Communication & Marketing

As a visitor of the golf club, information is provided to you through a variety of channels summarised as:-

Email via the club email platform

The club's email platform is normally used for individual correspondence. Like all email platforms, emails may be stored or archived or deleted. If any emails are stored, they would clearly contain your personal information. Primarily this would be your email address, and optionally your forename and surname.

Marketing via MailChimp

Mailchimp is a hosted bulk email/marketing tool. This platform is our primary communication tool for marketing offers or discounts to visitors. As far as your personal data is concerned, it stores your forename, surname and email address. It is important to note that you have the ability to 'OPT OUT' of communication from this platform - every newsletter contains an 'Unsubscribe link' at the top of each newsletter where you can update your preferences. **You are only added to this system if you have indicated during your booking process you are interested in receiving emails from the club.** The club may from time to time email you to ask if your marketing preferences are still valid.

For the purposes of GDPR this organisation is classed as a Data Processor.

Third Party Marketing

The club does not sell or provide your personal information to any other third party.