

Privacy Policy

Effective Date: April 2026

1. Who We Are

Beyond Golf operates the website <https://beyondgolf.co.uk>

We are the **data controller** responsible for your personal data.

If you have any questions about this Privacy Policy or how we handle your data, you can contact us at:

Email: enquiries@beyondgolf.co.uk

2. What Information We Collect

Personal Information

We may collect and process the following personal data:

- Name
- Email address
- Phone number
- Postal address
- Any information you provide when contacting us or booking an event

Usage Information

We may automatically collect:

- IP address
- Browser type and version
- Device information
- Pages visited and browsing behaviour

3. How We Use Your Information

We use your information to:

- Respond to enquiries and provide requested information
- Process event bookings and deliver our services
- Send marketing communications (where you have opted in)
- Improve our website, services, and user experience
- Comply with legal and regulatory obligations

4. Legal Basis for Processing

We process your personal data under the following lawful bases:

- **Consent** – for marketing communications and partner sharing (where applicable)
- **Contract** – to fulfil bookings and provide services
- **Legal obligation** – to comply with applicable laws
- **Legitimate interests** – to improve our services and website performance

5. Marketing Communications

Where you have given your consent, we may contact you by email with updates, offers, and event information.

You can unsubscribe at any time by:

- Clicking the unsubscribe link in emails
- Contacting us directly

6. Event Bookings and Partner Marketing

When you book to attend one of our events, we may offer you the option to consent to your email address being shared with selected event partners (such as sponsors or collaborators) for their own marketing purposes.

- Your consent will be requested **explicitly at the point of booking**
- You are **not required** to provide consent to attend the event
- You may withdraw your consent at any time

We **do not sell your personal data** and do not share your information with third parties for marketing purposes without your consent.

7. Data Sharing and Disclosure

We may share your data with trusted third-party service providers who help us operate our business. These may include:

- Website hosting providers
- Email marketing platforms
- Payment processors
- Analytics providers
- Event management tools

These providers process data on our behalf and are required to keep your information secure and confidential.

We may also disclose your data:

- If required by law
- To protect our rights, property, or safety

8. International Data Transfers

Some of our third-party providers may process your data outside the UK or European Economic Area (EEA).

Where this occurs, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs)
- Transfers to countries with adequate data protection laws

9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy, including:

- Customer and booking records
- Marketing data: until you withdraw consent

We may retain data longer where required for legal, accounting, or regulatory purposes.

10. Your Rights

Under data protection law, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent at any time
- Request data portability

To exercise any of these rights, contact us at enquiries@beyondgolf.co.uk.

11. Right to Lodge a Complaint

If you are not satisfied with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

<https://ico.org.uk>

12. Cookies and Tracking

We use cookies and similar technologies to:

- Improve website functionality
- Analyse website usage
- Support marketing activities

Where required, we will request your consent before placing non-essential cookies. You can manage your preferences via our cookie banner.

13. Data Security

We implement appropriate technical and organisational measures to protect your personal data from:

- Unauthorised access
- Loss or misuse
- Alteration or disclosure

14. Children's Data

Our website and services are not intended for children under the age of 16, and we do not knowingly collect personal data from children.

15. Automated Decision-Making

We do not use automated decision-making or profiling that significantly affects you.

16. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

17. Contact Us

If you have any questions about this Privacy Policy or your personal data, please contact:

Email: enquiries@beyondgolf.co.uk