



SUNNINGDALE

Privacy Policy – 01.05.20

This Privacy Policy governs the way Sunningdale Golf Club collects, uses, maintains and discloses information collected from users of the website. This privacy policy applies to the website and all products and services supplied by the Club.

Personal Identification Information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, place an order, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our website. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can refuse to supply personal identification information, except that it may prevent them from engaging in certain website related activities.

Non-Personal Identification Information

We may collect non-personal identification information about Users whenever they interact with our website. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our website, such as the operating system and the Internet service providers utilised and other similar information.

Web Browser Cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How We Use Collected Information

We may collect and use Users personal information for the following purposes:

To improve customer service:

- Information you provide helps us respond to customer service requests and support needs more efficiently.

To personalise user experience:

- We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our website.
- To improve our website, we may use feedback provided to improve our products and services.

To process payments:

- We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.

To send periodic emails:

- We may use the email address to send User information and updates pertaining to their order. It may also be used to respond to their enquiries, questions, and/or other requests.

How We Protect Your Information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of personal information, username, password, transaction information and data stored on our website.

Our website is in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users.

Sharing Your Personal Information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the website or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third Party Websites

Users may find advertising or other content on our website that link to the websites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our website. In addition, these websites or services, including their content and links, may be constantly changing. These websites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our website, is subject to that website's own terms and policies.

Changes To This Privacy Policy

Sunningdale Golf Club has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Returns, Refund and Cancellation Policy

We do not operate a refund policy for unused tee times. Should you need to cancel or amend a booking for any reason please contact us first by telephone or e-mail - see our Contact page.

Last Updated 01.05.2020