We are committed to safeguarding the privacy of this website visitors; this policy sets out how we will treat your personal information.

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| **New GDPR Regulations THESE CHANGES WILL GO INTO EFFECT**  **On MAY 25, 2018** |
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**Who we are**

We are a the mark butler golf academy and golf club providing services for all your golfing services and products

## Information About Your Personal Data

**This Privacy Policy relates to data about you, and your interaction with our Services.**

"**Personal Data**" is information that can be used to identify you, directly or indirectly, alone or together with other information. This includes things such as your full name, email address, phone number, precise location, device IDs, certain cookie and network identifiers. MBGA collects, uses, discloses and processes Personal Data as outlined in this Privacy Policy, including to operate and improve the Services and our business; for advertising and marketing; and to provide you with innovative golf services, as further described in this Privacy Policy.

## How We Collect and Use Personal Data

**We collect your Personal Data in a number of ways and for various purposes, including:**

***When you register for a loyalty card or membership or interact with our Services*.**

We collect Personal Data when you use our Services, including when you register with us, browse or obtain coaching services, make purchases from us (including processing of payment), and when you ask us to customize apparel, products, or Services. This Personal Data may include name, address, phone number, email address, date of birth etc. to enable your activity within our Services, and to provide the services generally.

***When you communicate with us or sign up for promotional materials.***

We collect Personal Data when you communicate with us or sign up to receive promotional materials or information via email, push notifications, or text messages - including email address, mobile number. If you consent to such messages, we may use your Personal Data and other information to communicate with you about the MBGA products or Services you have purchased or used; provide you with promotional messages and personalized advertising; to notify you of other products; to notify you of contests, challenges, sweepstakes, and other promotions ("**Promotions**"); to notify you of Services we think may be of interest to you; and, for other marketing purposes. We may use your Personal Data to respond to your requests for technical support, online services, product information or to any other communication you initiate. We may also use your Personal Data to address your requests, inquiries, and complaints.

***When you participate in special activities, offers, or programs.***

We may request or otherwise collect Personal Data, including golf Data when you participate in Promotions, when you participate in surveys, or when you participate in research activities or initiatives, This includes Personal Data, such as name, address, email address, telephone number and age and other information that may be appropriate in order to participate. If you win a Promotion, we also may need to collect certain tax information, waivers and releases, depending on the prize. We may also launch surveys that ask you to answer questions about a range of topics from Personal Data to brand and product preferences. Promotions or surveys may be run by an MBGA service provider.

***When you engage with our online communities or advertising.***

We may collect your Personal Data when you engage with our online communities. This includes when you click on advertisements, interact with our social media pages, submit content, leave reviews, or otherwise enter information into comment fields, blogs, message boards, events, Please note that our community forums are public, so we recommend that you exercise care in deciding what information and content you wish to disclose

***When you connect with us through social media.***

You may choose to enable, log into, or sign on to the Services through various social media or social networking services, such as Facebook, or Twitter ("Social Networking Service" or "**SNS**"). When you connect using your SNS accounts, we may collect Personal Data that you have provided to that SNS. For example, when you log in with your Facebook credentials, with your consent, we may collect Personal Data from your Facebook profile that is permitted under Facebook's Terms of Use - such as your email address, profile picture, and friend list. We use this data to provide, enhance, and personalize the Services (e.g., to help connect you with or suggest friends within our Services). If you do not want to provide us with this data, you need to adjust the privacy settings on your SNS account.

***When we link you to friends across platforms.***

Some of our services consist of social sharing and communication with others. We use your Personal Data to enable sharing as described in the service, including to enable you to find and link to friends on other MBGA platforms.

*When we comply with Legal Requirements or Obligations, Law Enforcement, and for Public Safety Purposes (*[*Country/Region-Specific Disclosures*](https://account.underarmour.com/privacy?locale=en_us&RMID=B60_GDPREmail_EU&RRID=131321587&cid=EM|UK|AdHoc|Full|FP|PrivacyPolicy_UK_EN|all|all|all|1|SF|UK_EN_PrivPoli|44140&triggermail_email_address=bmljb2xhQHRoZW1hcmtidXRsZXJnb2xmYWNhZGVteS5jby51aw==&he=dd46cd45d94e10a43c9ca4ea71b346d41c4da8c2f1adec9026dde3e38024c965&et_cid=44140&et_rid=131321587#country-specific-disclosures)*may apply).*

We may use Personal Data in order to comply with laws, regulations, court orders, or other legal obligations or to assist in an investigation, to protect and defend our rights and property, or the rights or safety of third parties, to enforce our Terms of Use, this Privacy Policy, or agreements with third parties, or for crime-prevention purposes.

## How We Disclose Personal Data

**We may disclose your Personal Data for the purposes in the following ways:**

***To Affiliates and Partners***

With companies or ventures that are owned or controlled by MBGA, and internally within and under MBGA, in order to provide and improve Services, for marketing purposes, and for advertising and the registrations of your congu affiliations (members only) Loyalty card holder information will not be disclose to anyone without prior permission

***For Legal Compliance, Law Enforcement, and Public Safety Purposes*** *(*[***Country/Region-Specific Disclosures***](https://account.underarmour.com/privacy?locale=en_us&RMID=B60_GDPREmail_EU&RRID=131321587&cid=EM|UK|AdHoc|Full|FP|PrivacyPolicy_UK_EN|all|all|all|1|SF|UK_EN_PrivPoli|44140&triggermail_email_address=bmljb2xhQHRoZW1hcmtidXRsZXJnb2xmYWNhZGVteS5jby51aw==&he=dd46cd45d94e10a43c9ca4ea71b346d41c4da8c2f1adec9026dde3e38024c965&et_cid=44140&et_rid=131321587#country-specific-disclosures)*may apply).*

With law enforcement, government or regulatory bodies, lawful authorities, or other authorized third parties in order to comply with laws, regulations, court orders, or other legal obligations or to assist in an investigation, to protect and defend our rights and property, or the rights or safety of third parties, to enforce our Terms of Use, this Privacy Policy, or agreements with third parties, or for crime-prevention purposes.

**Consent as a Basis for Processing**

In some cases, we will ask for your consent to process your Personal Data. You may indicate your consent in a number of ways, providing us with your Personal Data through our Services or a form by registering or creating an account with us. Due to different countries' laws governing consent for the collection and use of Personal Data, the requirements for consent will differ across regions. We may request your consent for a number of activities **including:-**

***To Enable Social Sharing and Connect with Us on Social Media.***

Some of our services consist of social sharing and communication with others. If you sign up for these services, we may ask for your consent to use your information to enable sharing as described in the service. We may also ask for your consent when you connect with us through Social Media

***Sharing with Third Party Services****.*

We may also ask for your consent to share your Personal Data with certain Third Party business partners. To withdraw consent, please go to the preferences of the specific third party

***Under MBGA Marketing and Communication.***

We may ask for your consent to contact you by telephone, SMS/text message, We Chat, and/or email about other offers, products, Promotions, events, or services that we think may be of interest to you and for other marketing purposes with our company only

***Processing Sensitive Personal Data.***

We may request your consent to process sensitive Personal Data. Certain business partners/Affitaes may require this data to provide the Services,. If you choose not to provide sensitive Personal Data certain Services may be unavailable to take place

***Promotions***

We may ask you for permission to use your Personal Data and Data for special offers, events, sweepstakes, and other Promotions. We may use the Personal Data we collect during Promotions, to administer the Promotion, verify identity and age, and to communicate with you about the Promotion.

***Cookie Use and Controls***

We do not use cookies

## Managing Preferences and Withdrawing Consent

## You may at any time withdraw your consent with future effect and without affecting the lawfulness of processing of your Personal Data based on the consent you provided before you withdrew it, and exercise other controls regarding website and online data collection, interest-based advertising, your communication settings. Depending on the Service, collection and use of Personal Data may be required for the Services to work. To withdraw email [admin@themarkbutergolfacademy.co.uk](mailto:admin@themarkbutergolfacademy.co.uk) or call 01902 880503

## Data Retention

## We will retain your Personal Data for as long as you maintain an account or as otherwise necessary to provide you the Services. We will also retain your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## Where we no longer need to process your Personal Data for the purposes set out in this Privacy Policy, we will delete your Personal Data from our systems.

Where permissible, we will also delete your Personal Data upon your request. Information on how to make a deletion request can be found. If you have questions about our data retention practices, please contact us email admin@themarkbutergolfacademy.co.uk or call 01902 880503

## Security

We implement appropriate technical and organizational safeguards to protect against unauthorized or unlawful processing of Personal Data and against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Personal Data. Please be advised, however, that we cannot fully eliminate security risks associated with the storage and transmission of Personal Data.

**Links to Other Websites.** Please note that this Privacy Policy does not apply to the practices of companies that we do not own or control or to people that we do not employ or manage. Our Services may provide a link or otherwise provide access to Third Party Sites. We provide these links merely for your convenience. We have no control over, do not review, and are not responsible for Third Party Sites, their content, or any goods or services available through the Third Party Sites. Our Privacy Policy does not apply to Third Party Sites, and any data you provide to Third Party Sites, you provide at your own risk. We encourage you to review the privacy policies of any Third Party Sites with that you interact with

## Children

We do not knowingly collect Personal Data online from children under 13 (note that the minimum age may vary based on country/region, and on local law). If you become aware that a child has provided us with Personal Data without parental consent, please contact us via email admin@themarkbutlergolfacademy.co.uk. If we become aware that a child under 13 has provided us with Personal Data without parental consent, we will take steps to remove the data and cancel the child's account.

## Transfers of Your Personal Data to Other Countries

We do not transfer any personal data to other countries.

You can ask to access your data we hold on you at any time

We may update the policies at any time so please check back on regular basis.

## How to Contact Us

If you have any questions, comments, or concerns about how we handle your Personal Data, then you may contact us through our email [admin@themarkbutlergolfacademy.co.uk](mailto:admin@themarkbutlergolfacademy.co.uk)  or write to us at: Mark Butler Golf Academy Sandyfields Road Sedgely DY3 3DL