

Purpose/ Activity	Type of data	Lawful basis for processing including basis of legitimate interest	How long we keep this data for
To register you as a member and fulfil our obligations in relation to your membership including (but not limited to) making you aware of matters concerning or otherwise related to your membership including, but not limited to, competition information and dates and details of meetings	(a) Identity (b) Contact (c) Profile (d) financial	(a) Performance of a contract with you as a member (b) Necessary for our legitimate interests (the smooth running of the golf club)	For as long as you are a member and for one year after you cease to be a member
To take and process your booking if you are not a member	(a) Identity (b) Contact (c) Financial	Performance of a contract with you	For two years after the date of the booking if you have completed our further marketing form
To register you for a competition and to run that competition	(a) Identity (b) Contact	Performance of a contract with you	If you are not a member for two years after the competition has been completed if you have completed our further marketing form

<p>To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us</p>	<p>(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)</p>	<p>For a period of 7 years after your order has been fulfilled as we are required to keep this information for taxation purposes</p>
<p>To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey</p>	<p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>	
<p>To enable you to partake in a prize draw, non-golf competition or complete a survey</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)</p>	

<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation</p>	
<p>To use data analytics to improve our website, products/ services, marketing, customer relationships and experiences</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>	
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business)</p>	
<p>To assist with the processing of a credit renewal</p>	<p>(a) Identity (b) Contact (c) Financial</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (to assist with the smooth renewal of credit provided to pay your membership fees)</p>	