

# Privacy Policy

**Elite Golf Breaks Limited** (“we”, “us”, “our”) is committed to protecting your privacy and safeguarding your personal data. This Privacy Policy outlines how we collect, use, store, and protect your data when you interact with us — whether you’re browsing our website, requesting a quote, or booking a golf break.

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## 1. Who We Are

We are **Elite Golf Breaks Limited**, a UK-registered company (Company No. 16423401), based at:

**2 Trevelyan Gardens, Loughton, Essex, IG10 2FB**

Email: [accounts@elitegolfbreaks.com](mailto:accounts@elitegolfbreaks.com)

We are the **data controller** responsible for handling your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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## 2. What Personal Data We Collect

We may collect and process the following categories of personal data:

- **Identification:** Full name, date of birth, gender
  - **Contact Details:** Email address, phone number, postal address
  - **Booking Information:** Travel dates, group members, golf preferences, accommodation preferences
  - **Payment Data:** Billing address, payment method (processed securely by third-party gateways — we do not store card numbers)
  - **Special Categories (optional):** Health conditions, dietary requirements, accessibility needs
  - **Technical Data:** IP address, browser type, usage patterns (via cookies and analytics tools)
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## 3. How We Collect Your Data

- When you make an enquiry or booking through our website, over the phone, or by email
  - When you sign up to our newsletter or marketing lists
  - When you interact with our website (including through cookies or analytics tools)
  - When third-party partners (e.g. golf clubs or referrers) introduce you with your consent
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## 4. Why We Use Your Data (Lawful Bases)

Purpose	Lawful Basis
To respond to enquiries and provide quotations	Contract (pre-contractual steps)
To process your booking and provide services	Contract
To communicate updates about your booking	Contract
To manage payments and financial records	Legal obligation / Contract
To share necessary details with suppliers (hotels, golf courses, transport providers)	Contract
To send marketing emails (if opted-in)	Consent
To improve our website and user experience	Legitimate interest
To record calls and emails for training or dispute resolution	Legitimate interest

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## 5. Who We Share Your Data With

We may share your data with:

- **Golf courses, hotels, and transport providers:** to fulfil your booking
- **IT service providers:** who support our CRM, website, and booking platforms
- **Payment processors:** for secure transactions
- **Regulators and legal authorities:** where required by law
- **Our professional advisers:** such as accountants, insurers, or legal representatives

We do **not** sell your data to third parties.

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## 6. International Transfers

Some of our partners may be located outside the UK or EEA. In these cases, we will ensure appropriate safeguards (e.g. Standard Contractual Clauses) are in place to protect your data.

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## 7. How Long We Keep Your Data

- **Booking data:** 7 years (to comply with financial/legal obligations)
- **Enquiry-only data:** 12 months
- **Marketing data:** Until you unsubscribe
- **Call recordings:** 12 months

- **Email correspondence:** Up to 3 years
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## 8. Marketing Preferences

We'll only send you marketing communications if you've opted in. You can unsubscribe at any time by:

- Clicking "unsubscribe" in any email
- Emailing: **accounts@elitegolfbreaks.com**
- Calling us directly

We do not pass your data to third parties for their marketing use.

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## 9. Cookies & Analytics

We use cookies to:

- Enable essential website functionality
- Track usage and performance (e.g. Google Analytics)
- Measure marketing effectiveness
- Deliver tailored content

You can manage or disable cookies via your browser settings. A detailed Cookies Policy is available separately or upon request.

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## 10. Your Data Rights

Under UK GDPR, you have the right to:

- **Access:** Request a copy of your data
- **Rectify:** Request correction of inaccurate data
- **Erase:** Ask us to delete your data (where legally possible)
- **Restrict:** Limit how we process your data
- **Object:** Stop us processing your data for direct marketing
- **Data Portability:** Ask to receive your data in a machine-readable format

To exercise your rights, email: **privacy@elitegolfbreaks.com**

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## 11. Security Measures

We take your privacy seriously and apply appropriate technical and organisational measures to protect your data, including:

- Encrypted data transfers
- Restricted access on a need-to-know basis
- Regular security monitoring and reviews

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## 12. Complaints

If you have concerns about how we handle your data, you can:

- Contact us at **accounts@elitegolfbreaks.com**
- File a complaint with the **Information Commissioner's Office (ICO)**:
  - Website: <https://www.ico.org.uk>
  - Phone: 0303 123 1113

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## 13. Changes to This Policy

We may update this policy occasionally. The latest version will always be posted on our website. We recommend checking this page periodically to stay informed.

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### **Elite Golf Breaks Limited**

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 **accounts@elitegolfbreaks.com**