

TERMS & CONDITIONS

Privacy Policy:

Infinity Golf Ltd is committed to protecting your privacy and ensuring that your personal information is handled in a safe and accountable way. This policy outlines how we aim to achieve this and includes the information collected when:

- You use our website (www.infinitygolfstudio.co.uk)
- You make a booking on our website
- You make enquiries on our website
- Someone is interested in becoming an employee

What is Personal Data?

Personal Data means any data that relates to a recognisable person who can be directly/indirectly identified from that data. In this case, it means personal data that you give to us via our website.

By providing your personal data, you agree that we can use your personal data in accordance with this policy.

Ensure you understand this policy in its entirety and take your time to read it.

Who are we?

Infinity Golf LTD is an indoor golf studio (Infinity Golf Studio) with a licenced bar located near Bridgnorth, Shropshire.

Our registered address is; Infinity Golf Studio, Unit 10a, High Grosvenor, Bridgnorth, WV15 5PG.

What type of information do we collect from you?

You may be asked to submit personal data about yourself when making a booking. We collect this data so we can meet the requirements of your booking request.

When you make a booking Infinity Golf LTD collects the following information:

- Name
- Email address and/or mobile phone number
- Billing information taken for deposits or holding credit card details for:
- use in case of late cancellations or non-arrivers (see cancellation policy)
- Your Company name (for event and meeting bookings)
- Marketing preferences (either when you opt in or out)

When you visit Infinity Golf Studio:

- Marketing responses (where applicable)
- Survey Responses
- Past and present venue reservation details
- When you access our website.

There is device data about computer software and hardware, that is collected automatically by Infinity Golf LTD. This can include the following:

- IP address
- Device type (computer, mobile, laptop or tablet)
- Browser type
- Cookies
- Browser information (language, type, history)

- Access times
- Domain names
- Settings
- Referring website addresses
- Any other data about the device used to provide the services as otherwise defined in this policy
- Location information: If you use our website, we could receive a broad location (town/ city)

How do we use your information?

Our use of private data will always have a permitted source. This is because it's necessary to complete a booking, or you have given consent to our use of your private data (i.e. email subscriptions).

We need your data to understand your needs and to supply you with the best service possible.

Specifically, we require it for the following reasons:

- Send you service emails (confirmation of bookings and previous reservation feedback).
- To improve our services and product
- Distribute marketing communications if you have selected to receive them.
- We may use the data to adapt our website according to your interests and opinions.

How do we collect the data from you?

We collect data from you:

- When you make a booking
- When you sign up as a member
- When you visit our studio
- When you make an enquiry
- When you sign up to marketing emails

Who has access to your account?

We will not distribute, sell or let out your personal data to third parties. All personal data we request from you will be protected under current legislation.

We will only share your data with other companies if it's necessary to deliver services on our behalf. For example, third-party payment processors, service providers and other third parties, to provide our sites and satisfy your requests, and as otherwise agreed to by you or as legalised by applicable law.

Careers

If we are looking to employ somebody you will be requested to submit your CV. This personal information may include:

- Education
- Employment history
- Personal data
- Other details that are relevant

We will have to use this information to evaluate any applications made and may keep it in our records for future reference. Get in touch if you would like us to remove your records at any time.

Profiling

We may explore your personal data to produce a profile of your interests and preferences, so that we can contact you with information significant to you. We may make use of supplementary information about you when it is available, from outside sources to help us do this effectively.

Where and how do we store your data?

We only keep your personal data for 2 years to use it as described in this privacy policy, and/or for as long as we have your consent to keep it.

We store your data on secure servers located in the UK and the European Economic Area (EEA). In some cases, your data may be transferred to and processed in countries outside the UK and EEA. When we do so, we ensure appropriate safeguards are in place, such as standard contractual clauses approved by the UK Information Commissioner's Office (ICO).

- For bookings taken through our website software, your data will only be stored in the UK.

- For Memberships, Recreational Bookings and any other pre-paid packages through our website.
- For marketing emails when you have opted in.

Your Preferences

We will not contact you for marketing purposes by phone, email or text message, unless you have given us prior approval. We will not pass your details on to any third parties for marketing purposes, unless you have specifically permitted us to do so. Additionally, you can change your marketing preferences at any time by contacting us via email at info@infinitygolfstudio.co.uk.

You have a right to ask for a copy of the personal information that Infinity Golf LTD holds about you and have any errors corrected. Any such requests should be made to this email address: info@infinitygolfstudio.co.uk.

You have the right to remove your consent to us using your personal data at any time, and to request that we erase it. We do not keep your personal data for any longer than is required, considering the reason(s) for which it was first collected. Data will, therefore, be preserved for the following periods (or its preservation will be determined on the following basis):

Security

Data security is very important to us at Infinity Golf LTD, and to protect your data we have taken appropriate measures to uphold and secure data collected through our site.

Retention

We assess our retention periods on a regular basis. We will hold your personal data on our systems for as long as is necessary for the related activity, or as long as it is set out in any related contract you hold with us.

Cookies Policy:

We use cookies like many other websites to help personalise your online experience.

Cookies are text files that are put on your hard disk by a web page server, which allows the website to identify you when you visit. The only type of data collected by cookies are browsing behaviours and patterns. They do not identify you as an person.

Verification, personalisation and protection: cookies help us verify your account and device, determining when you log in, so we can make it easier for you to access the services and provide the appropriate experiences and features. We also use cookies to help prevent false use of login identification.

Performance and analytics: cookies help us examine how the services are being accessed and used, enabling us to track the implementation of the services. For example, we use cookies to establish if you opened an email or viewed a page. This helps us provide you with information that you find interesting. We also use cookies to provide awareness regarding your sites performance such as page views, device data, conversion rates, referral sites and visitor IP addresses.

Third Parties: Third Party services may use cookies to help you sign into their services from our services. We also may use third-party cookies from other sites, to give support by analysing

performance. Any third-party cookie usage is governed by the privacy policy, of the third party placing the cookie.

Opting Out: There is an option in your browser to not accept cookies, but this may limit your capability to use the services.

Our site may contain links to other websites. Please be aware, that we have no control over how your data is collected, stored, or used by other websites. We advise you to check the privacy policies of other websites before providing any data to them.

What happens if our business changes hands?

We may expand or reduce our business in the future. This may involve the sale and/or the transfer of control to another source. Any new source controlling your data will, under the terms of this privacy policy, be permitted to use that data only for the same purposes, for which it was originally gathered by us.

In the event of your information being transferred in such a way, you will be contacted in advance and notified of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new controlling source.

Infinity Golf LTD will sometimes update this Privacy Policy to reflect company and customer feedback. Infinity Golf LTD would like all users to periodically review this statement, to be informed that Infinity Golf LTD is protecting your information.

Contact Us

Infinity Golf LTD will accept any observations regarding this Privacy Policy. If you consider Infinity Golf LTD has not stayed within the terms outlined in this Privacy Policy, please contact us at info@infinitygolfstudio.co.uk. We will use all efforts to rapidly solve the problem.

THIS POLICY WAS CREATED IN 2025.