

Whitemoor Online Marketing Ltd

Privacy Policy & GDPR Update

Our Data Protection

- User privacy and data protection.
- We have a duty of care to the people within the data.
- Data liability, it should only be collected and processed when absolutely necessary
- We don't like spam and you don't too.
- We will never sell, rent or otherwise distribute or make public your personal information unless required to do so by law.

Legislation

Along with our business and internal computer systems, websites are designed to comply with the following national and international legislation with regards to data protection and user privacy:

- UK Data Protection Act 1988 ([DPA](#))
- EU Data Protection Directive 1995 ([DPD](#))
- EU General Data Protection Regulation 2018 ([GDPR](#))

Our sites compliance with the above, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation. If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation you should contact our data protection officer for clarification.

3) Personal Information our site Collects and why we Collect it

This website collects and uses personal information for the following reasons:

3.1 Site visitation tracking

Like most websites, we use Google Analytics to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although Google Analytics records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you, but Google do not grant us access to this. We consider Google to be a third-party data processors.

Google Analytics makes use of cookies, details of which can be found on Google's developer guidelines. Disabling cookies on your internet browser will stop Google Analytics from tracking any part of your visit to pages within our websites.

3.2 Contact forms and email links

Should you choose to contact us using a form on any of our contact pages or an email link on one of our websites, none of the data that you supply will be stored by the website or passed to / be processed by any of our third-party data processors. Instead the data will be collated into an email and sent to us by Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

Emails are stored within our Exchange server and protected by a secure password whilst is changed often.

3.3 Email newsletter

If you choose to join our email newsletter, the email address that you submit to us will be forwarded to market team who provide us with email marketing services. We consider market team to be a third-party data processor. The email address that you submit will not be stored within our website's own database. Your email address will remain within a market team database for as long as we continue to use market team services for email marketing or until you specifically request removal from the list. You can do this by unsubscribing using the unsubscribe links contained in any email newsletters that we send you or by requesting removal via email. When requesting removal via email, please send your email to us using the

email account that is subscribed to the mailing list.

If you are under 16 years of age you MUST obtain parental consent before joining our email newsletter.

While your email address remains within the market team database, you may receive periodic newsletter-style emails from us.

4) How Personal Information Is Stored

We store your basic contact details within our Exchange servers. All computers and devices that have access to this information are password protected.

For each website domain name, we also store a variety of personal details within a secure password protected database stored on our internal servers.

This data includes usernames and passwords to website hosting, website administration and email accounts. We take great care to ensure the safety, validity and security of this information.

4.1 Data Backups

All data is backed up regularly to a variety of internal servers.

5) About our Website's Server

All websites for **Whitemoor online marketing ltd**, are hosted within a variety of UK data centres.

Some of the data centre's more notable security features are as follows:

- 24x7 on-site security guards with patrols
- Server have locked doors no open racks
- Perimeter CCTV system monitored 24x7
- Only authorised security cleared

6) Our Third-Party Data Processors

We use several third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out above.

- Fasthosts
- Campaigns
- Google

7) Data Breaches

We will report any unlawful data breach of our own data or of our third-party data processors to any and all relevant persons and authorities within 72 hours of the breach.

8) Email Communication

8.1 Why did you receive an email from us?

If you have received an email from **Whitemoor online marketing ltd** , we believe that you fall into one or more of the following categories:

1. Your email address is listed with us as someone who has expressly shared this address for the purpose of receiving email-based information from **Whitemoor online marketing ltd** , ("opt-in")
2. You have registered, purchased or otherwise have an existing relationship with **Whitemoor online marketing ltd**; i.e. you are our customer.
3. You have made an enquiry to **Whitemoor online marketing ltd** , and are asking for further information about our services.
4. You are a supplier to **Whitemoor online marketing ltd**,

8.2 How do we protect your privacy?

We use appropriate security measures to protect against the loss, misuse and alteration of data used by our system. We monitor our email traffic and will always respect your time and attention by controlling the frequency of our mailing.

8.3 Sharing and Usage

We will never share, sell, or rent individual personal information with anyone without your advance permission or unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you or sending you emails based on your request for information and to contracted service providers for purposes of providing services relating to our communications with you.

8.4 How can you stop receiving an email from us?

Each email sent contains an easy, automated way for you to cease receiving an email from us, or to

change your expressed interests. If you wish to do this, simply follow the instructions at the end of all our emails.

If you have received an unwanted or unsolicited email from **Whitemoor online marketing ltd** , or purporting to be sent from **Whitemoor online marketing ltd**, please forward a copy of that email with your comments to **dennis@yourgolfermagazine.co.uk** for our review and prompt action.

9) Data Controller

The data controller of this website is: **Whitemoor online marketing ltd** , a UK Private Limited Company with company number: **10868285** whose registered office is:

RegisteredOffice: SuiteA8, AvenueH, RuralInnovationCentre, Stoneleigh, Warwickshire, CV82LG,

10) Data Protection Officer

The Data Protection Officer is **Dennis Draper**

- Tel: **02476 992517**

Monday – Friday: 9am – 5pm

Saturday: Closed

Sunday: Closed

- Email: **dennis@yourgolfermagazine.co.uk**

11) Changes to Our Privacy Policy

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes. Specific policy changes and updates are mentioned in the change log below.

11.1 Change log

- 14 May 2018 - GDPR Privacy Policy Update
- 14 May 2018 - Privacy Policy Update

Contact Us

Whitemoor Online Marketing

Suite A8
Rural Innovation Centre
Avenue H
Stoneleigh Park
Kenilworth
CV8 2LG

telephone: 02476 992517

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Saturday: Closed

Sunday: Closed