

JUNKYARD GOLF CLUB COOKIE POLICY

UNDERSTANDING HOW AND WHY WE USE COOKIES

The www.junkyardgolf.co.uk website (our site) uses cookies to distinguish you from other users of our site. This helps us to make your experience more efficient and enjoyable when you browse our site and also allows us to improve our content, products and services.

To find out more about how we use cookies and what benefits they bring, please take a few moments to read this Cookie Policy.

WHAT ARE COOKIES?

A cookie is a small data file which is stored on your browser or the hard drive of your computer (or other electronic device) when you visit our site.

We use cookies for the reasons set out below, including to improve the functionality of our site. Some of the functions that cookies perform can also be achieved using similar technologies. This Policy refers to 'cookies' throughout, however it also covers these alternate mechanisms.

The information we obtain from our use of cookies may include information about your computer (or other electronic device) such as your IP address, your browser and/or other internet log information, your geographic location, and information about how you use our site and products and services, including how you navigate our site and if you encounter any problems. More information about cookies can be found at www.allaboutcookies.org and www.cookiecentral.com.

THE TYPES OF COOKIES WE USE

We use the following cookies:

- **Strictly necessary cookies**
These are cookies that are required for the operation of our site.
- **Analytical/performance cookies**
These types of cookies allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are able to easily find what they are looking.
- **Targeting cookies**
These cookies record your visit to our site, the individual pages you have visited and the links you have followed. We will use this information to make the content of our site and advertising more relevant to your interests.

Cookies that allow us to identify you will be considered to be **personal data**. The use of cookies and personal data in the UK is regulated by the Privacy and Electronic Communications Regulation (**PECR**), the General Data Protection Regulation (**GDPR**) and the Data Protection Act 2018. We will only use these cookies which capture your personal data where we have a legal basis to do so.

In respect of **strictly necessary cookies**, the legal basis for processing your personal data is that it is necessary for our legitimate interests (in order to operate our site and run our business, provide administrative and IT services, to secure our network and prevent and detect fraud).

In respect of all other cookies, we will rely on your consent. Your consent for these purposes may be implied by your continued use of our site following a prominent notice to you (in the form of a banner on our site's homepage) which informs you of this Cookie Policy and the fact that we are using cookies.

You can find more information about the individual cookies we use and the purposes for which we use them and the time after which they will expire in the table on the next page.



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TYPE OF COOKIE	NAME	EXPIRATION TIME	PURPOSE
Analytical/ performance	Google Analytics, including, for example: <ul style="list-style-type: none"> • _ga • _gid • _gac_<property-id> 	<ul style="list-style-type: none"> • 2 years • 24 hours • 90 days 	<ul style="list-style-type: none"> • Used to distinguish users • Used to distinguish users • Provides campaign/ advertising information about the user
Targeting	<ul style="list-style-type: none"> • Google Adwords 	<ul style="list-style-type: none"> • 2-4 weeks 	<ul style="list-style-type: none"> • To send advertisements to individuals after they have visited our site via social media, websites and search results on Google
Analytical/ performance	Hotjar, including, for example: <ul style="list-style-type: none"> • _hjIncludedInSample • _hjDoneTestersWidgets 	<ul style="list-style-type: none"> • 1 year • 1 year 	<ul style="list-style-type: none"> • Used to identify the user and indicates they are included in an audience sample • This ensures that a form does not reappear once you have completed it

We use Hotjar and Google Analytics in order to optimise our site and user experience.

Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device IP addresses (captured and stored only in anonymised form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our site). Hotjar stores this information in a pseudonymised user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

Google Analytics is a web analytics service provided by Google Inc. which uses cookies to provide us with information about the usage of our site by individual visitors, including the total number of visits, how long the visitors have stayed on our site, what pages the visitors have visited and any interactions the visitors have had with our site. Further information on the Google Analytics cookies can be found [here](#).

We also use MailChimp to monitor and improve the effectiveness of our marketing communications, which include monitoring or tracking responses and engagement. Mailchimp is an email marketing service which uses Google Analytics to track how many people open our emails and which features they click on. This information enables us to make our marketing campaigns more effective and suitable to our customers.



JUNKYARD GOLF CLUB COOKIE POLICY

THIRD PARTY COOKIES ON OUR SITE

We only use third party cookies from our trusted partners, who help us improve our site by allowing us to understand your experience of our site.

Please note that third parties (including, for example, advertising networks and providers of external services such as web traffic analysis services) may also set cookies on our site, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies. If you want to block these external cookies, you would need to do so at the original source or through your web browser settings (see 'How you can manage your cookies' below).

THIRD PARTY WEBSITES

We may include links on our site to other websites, including, for example, our ticketing provider (currently TicketCo). Please bear in mind that these third party websites will have their own privacy and cookie policies that will govern the use of any information you submit on those websites. We recommend you read their policies as we are not responsible or liable for the privacy practices of third parties.

HOW YOU CAN MANAGE YOUR COOKIES

The browsers of most computers, smartphones and other electronic devices are typically set up to accept cookies. If you wish to amend your cookie preferences and block cookies for our site or any other website, you can do this through your browser settings. Your browser's 'help' function will tell you how to do this.

However, please remember that cookies are often used to enable and improve the functionality of our site. If you choose to block our use of cookies, you may not be able to access all or certain parts of our site.

More information about how to disable cookies can be found at www.allaboutcookies.org.

Google Analytics

You can opt-out of Google Analytics by following the instructions provided by Google [here](#).

Hotjar cookies

You can opt-out of the creation of a user profile by Hotjar, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

SECURITY

Our cookies do not compromise your security.

Our cookies will leave a record on your computer, smartphone, tablet or other device that someone has accessed our site from that device, but nothing further. Our cookies do not enable us to access any other content stored on your device, other than technical data (such as your IP address and our cookies) as described above.

MORE ABOUT YOUR PRIVACY

The personal data we obtain from the use of cookies will be used by us in accordance with our Privacy Policy. We do not share your personal data with other third parties except to the extent set out in our Privacy Policy. Third parties may also process your personal data on our behalf and in accordance with our instructions to provide services to us (such as hosted IT systems, ticketing services, marketing and advertising, and data analytics). To find out more about how we protect your privacy when using our site, please refer to our [Privacy Policy](#).

