

Privacy Policy

Last Updated: 9th July 2026

1. Introduction

Welcome to Earls Golf Ltd.

Earls Golf Ltd ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, subscribe to our newsletter, purchase products, contact us, or otherwise interact with us.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable privacy laws.

Please read this Privacy Policy carefully to understand how we use your information.

2. Who We Are

Data Controller

Earls Golf Ltd

Website: <https://www.earlsgolf.co.uk>

Email: jon@earlsgolf.co.uk

Business Address: 9 Aggate Way, Earls Barton, NN6 0EU

If you have any questions regarding this Privacy Policy or your personal data, please contact us using the details above.

3. Information We Collect

Information You Provide

When you interact with our website, we may collect:

- Name

- Email address
- Telephone number
- Billing address
- Delivery address
- Company name (where applicable)
- Order information
- Payment-related information
- Communications you send to us
- Product reviews and feedback

Newsletter Sign-Up Information

When you subscribe to our newsletter, early access list or product updates, we collect:

- Email address
- Name (if provided)
- Marketing preferences
- Date and time of subscription
- IP address and consent records where required

Information Collected Automatically

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Device information
- Website usage information
- Referral source
- Pages viewed
- Time spent on pages
- Cookies and tracking data

4. How We Use Your Information

We use your personal information to:

Provide Products and Services

- Process and fulfil orders
- Deliver purchased products
- Manage returns and exchanges
- Respond to customer service enquiries
- Provide account-related communications

Marketing Communications

With your consent, we may send:

- Product launch announcements
- Newsletter updates
- New product releases
- Promotions and offers
- Brand news and content

You may unsubscribe at any time using the link included in our emails.

Website Improvement

We use analytics and website performance data to:

- Improve website functionality
- Understand visitor behaviour
- Measure marketing effectiveness
- Enhance customer experience

Legal and Administrative Purposes

We may process your information to:

- Comply with legal obligations
- Prevent fraud
- Protect our business interests
- Resolve disputes
- Enforce our terms and conditions

5. Legal Basis for Processing

Under UK GDPR, we rely on the following lawful bases:

Consent for:

- Email newsletters
- Marketing communications
- Certain cookies and tracking technologies

Contract for:

- Processing orders
- Delivering products
- Managing customer accounts
- Providing customer support

Legitimate Interests for:

- Website analytics
- Improving our services
- Preventing fraud
- Business administration

Legal Obligations for:

- Tax and accounting requirements
- Regulatory compliance
- Law enforcement requests where required

6. E-Commerce Purchases

When our online store launches, we will collect information necessary to process transactions, including:

- Customer name
- Billing address
- Delivery address
- Contact details
- Order history
- Transaction records

We do not store full payment card details. Payments will be securely processed by authorised third-party payment providers.

7. Third-Party Service Providers

We may share information with trusted service providers where necessary to operate our business. These may include:

Shopify - Our e-commerce platform provider.

Klaviyo - Our email marketing and customer communications platform.

Payment Providers - Including Shopify Payments, Stripe, Apple Pay, Google Pay and Shop Pay.

Delivery Partners - Courier and postal providers used to deliver orders.

Analytics Providers - Such as Google Analytics.

Customer Service Providers - Tools used to manage customer enquiries and support requests.

All third parties are required to process personal data securely and lawfully.

8. International Transfers

Some of our service providers may process data outside the United Kingdom. Where this occurs, we ensure appropriate safeguards are in place, including:

- UK adequacy regulations
- Standard Contractual Clauses
- Other legally recognised safeguards

9. Marketing Communications

You will only receive marketing communications where:

- You have actively opted in; or

- We are legally permitted to contact existing customers regarding similar products and services.

You can unsubscribe at any time by:

- Clicking the unsubscribe link in any email
- Contacting us directly

Opting out of marketing communications will not affect transactional emails relating to orders or customer service.

10. Cookies

Our website uses cookies and similar technologies. Cookies help us:

- Operate the website
- Remember preferences
- Measure website performance
- Improve user experience
- Deliver relevant marketing

A separate Cookie Policy will provide full details of cookies used and how you can manage your preferences.

11. Data Retention

We retain personal data only for as long as necessary. Typical retention periods may include:

- Customer orders: up to 7 years for tax and accounting purposes
- Marketing subscribers: until consent is withdrawn or data becomes inactive
- Customer service enquiries: up to 3 years
- Website analytics data: according to provider settings

Data may be retained longer where required by law.

12. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent at any time

To exercise any of these rights, contact us at: jon@earlsgolf.co.uk

13. Security

We take appropriate technical and organisational measures to protect personal information against:

- Unauthorised access
- Loss
- Misuse
- Alteration
- Disclosure

However, no internet transmission or storage system can be guaranteed completely secure.

14. Children's Privacy

Our products and services are intended for adults. We do not knowingly collect personal information from children under the age of 13. If you believe a child has provided personal information, please contact us and we will remove it.

15. Complaints

If you are unhappy with how we process your personal data, please contact us first so we can address your concerns.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO): <https://ico.org.uk>

16. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be published on this page and, where appropriate, notified to users by email.

17. Contact Us

Earls Golf Ltd

Email: jon@earlsgolf.co.uk

Website: <https://www.earlsgolf.co.uk>

Business Address: 9 Aggate Way, Earls Barton, NN6 0EU