



SOUTHDOWN GLIDING LTD PRIVACY POLICY

1. Introduction

We value your privacy and are committed to protecting your personal data. This Privacy Policy explains what information we collect, why we collect it, and how we use it.

2. What Data We Collect

We use Google Analytics to track visits to our website. The only data collected includes:

- The number of visitors to our homepage.
- The referral source (e.g., whether visitors arrived from the British Gliding Association (BGA) website or other sources).
- Basic website usage statistics (e.g., page views and visit duration).

We do not collect or store any personal data such as names, email addresses, or exact IP addresses. Google Analytics automatically anonymises IP addresses, meaning that the last part of your IP address is truncated before it is processed. This ensures that your full IP address is not collected or used to personally identify you.

3. Why We Collect This Data

We collect this data to understand how visitors use our website and to assess the effectiveness of different promotional efforts, including but not limited to the British Gliding Association's campaign. This helps us improve our website and better serve our visitors.

4. How We Use This Data

- The data is used only for statistical purposes to measure website traffic and visitor trends.
- We provide anonymized reports to the British Gliding Association to help assess the effectiveness of their campaign.
- We do not share visitor data with any other third parties.
- All data is anonymized and stored securely within Google Analytics.

5. Your Privacy Choices

- Visitors can accept or decline analytics tracking via our cookie consent banner.
- We do not track visitors unless they have consented to analytics cookies.
- Google Analytics is configured to anonymize IP addresses to protect user privacy.

6. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Southdown Gliding Club

Office@southdowngliding.co.uk

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