

## **Privacy and Cookie Policy**

### **Processing Your Personal Information**

If you choose to give us personal information, such as your name, contact details and date of birth (for example to process an application or provide you with a subscription to BASELINE) then this will be held and processed by BASELINE in accordance with the Data Protection Act 1998.

### **Use of Your Personal Information**

BASELINE may use your personal information for the following purposes:

- to perform the services you have requested (such as providing you with the benefits of British Tennis Membership or providing you with information you have asked for) which may involve contacting you by post or e-mail.
- to make parts of the website easier for you to use by not making you enter your personal information more than once.
- the reasonable purposes of the BASELINE, acting always within the Data Protection Act 1998.
- to market to BASELINE and third party products and services and other purposes as you may have consented to in submitting your personal data.

We may also use your information for detection of fraud and market research purposes.

### **Sensitive Personal Information**

Sometimes BASELINE will collect and process so-called sensitive personal data relating to you.

### **Cookies**

Information may be sent to your computer in the form of an Internet "cookie" to allow BASELINE servers to monitor your requirements. The cookie is stored on your computer. BASELINE server may request that your computer return a cookie to it. These return cookies do not contain any information supplied by you or any personally identifiable information about you.

Such measures are necessary to allow BASELINE to measure the usability of the systems, which will help in its continuing development to ensure that we understand the requirements of our customers. Your browser software should however enable you to block cookies if you wish to.

### **Consent**

By submitting your personal information to us, you signify your consent to our using the information provided in the manner described above. If we amend our privacy policy, it will be published on this web site. If at any time you wish to update the information which we hold about you, or if you wish to stop receiving information from BASELINE.