

Meta Pixel Terms and Conditions

Last Updated: 1st January 2025

Meta Pixel Usage

By using our website, you acknowledge and agree that we utilize Meta Pixel (formerly Facebook Pixel), a tracking technology provided by Meta Platforms, Inc. ("Meta"). This section explains how we use Meta Pixel and your rights regarding this technology.

1. Data Collection and Usage

1.1. Through Meta Pixel, we collect and process the following information:

- Pages you visit on our website
- Actions you take on our website (e.g., purchases, form submissions)
- Basic device information and browser characteristics
- Referral source information
- IP addresses (which may be truncated or encrypted)

1.2. This data is used for:

- Measuring the effectiveness of our advertising campaigns
- Analyzing website traffic and user behavior
- Optimizing our marketing efforts
- Providing personalized advertising experiences
- Improving our website's functionality and user experience

2. Data Sharing

2.1. The data collected through Meta Pixel is shared with Meta Platforms, Inc. and may be:

- Used to improve Meta's advertising systems
- Combined with other information Meta has about you
- Used to provide measurement services to us
- Used in accordance with Meta's Data Policy

3. Your Rights and Choices

3.1. You have the right to:

- Opt-out of Meta Pixel tracking through your browser settings
- Use ad-blocking software that may prevent Meta Pixel from functioning
- Access, correct, or delete your personal data
- Lodge a complaint with relevant data protection authorities

3.2. To opt out of Meta tracking:

- Adjust your Facebook Ad Settings
- Use the Digital Advertising Alliance's opt-out tool
- Configure your browser's privacy settings

4. Cookie Policy Integration

4.1. Meta Pixel uses cookies to function. By using our website, you consent to the use of cookies as described in our Cookie Policy.

5. Data Protection and Security

5.1. We implement appropriate technical and organizational measures to protect your data.

5.2. Data retention periods align with:

- Legal requirements
- Business needs
- Meta's data retention policies

6. Compliance with Regulations

6.1. Our use of Meta Pixel complies with:

- General Data Protection Regulation (GDPR)
- California Consumer Privacy Act (CCPA)
- Other applicable privacy laws and regulations

7. Changes to These Terms

7.1. We reserve the right to modify these terms at any time. Changes will be effective immediately upon posting to our website.

7.2. Continued use of our website after changes constitutes acceptance of the modified terms.

8. Contact Information

For questions about our Meta Pixel usage or these terms, contact us at Windlesham Golf Club, Grove End, Bagshot, Surrey. GU19 5HY.

9. Governing Law

These terms are governed by and construed in accordance with the laws of England & Wales, without regard to its conflict of law principles.