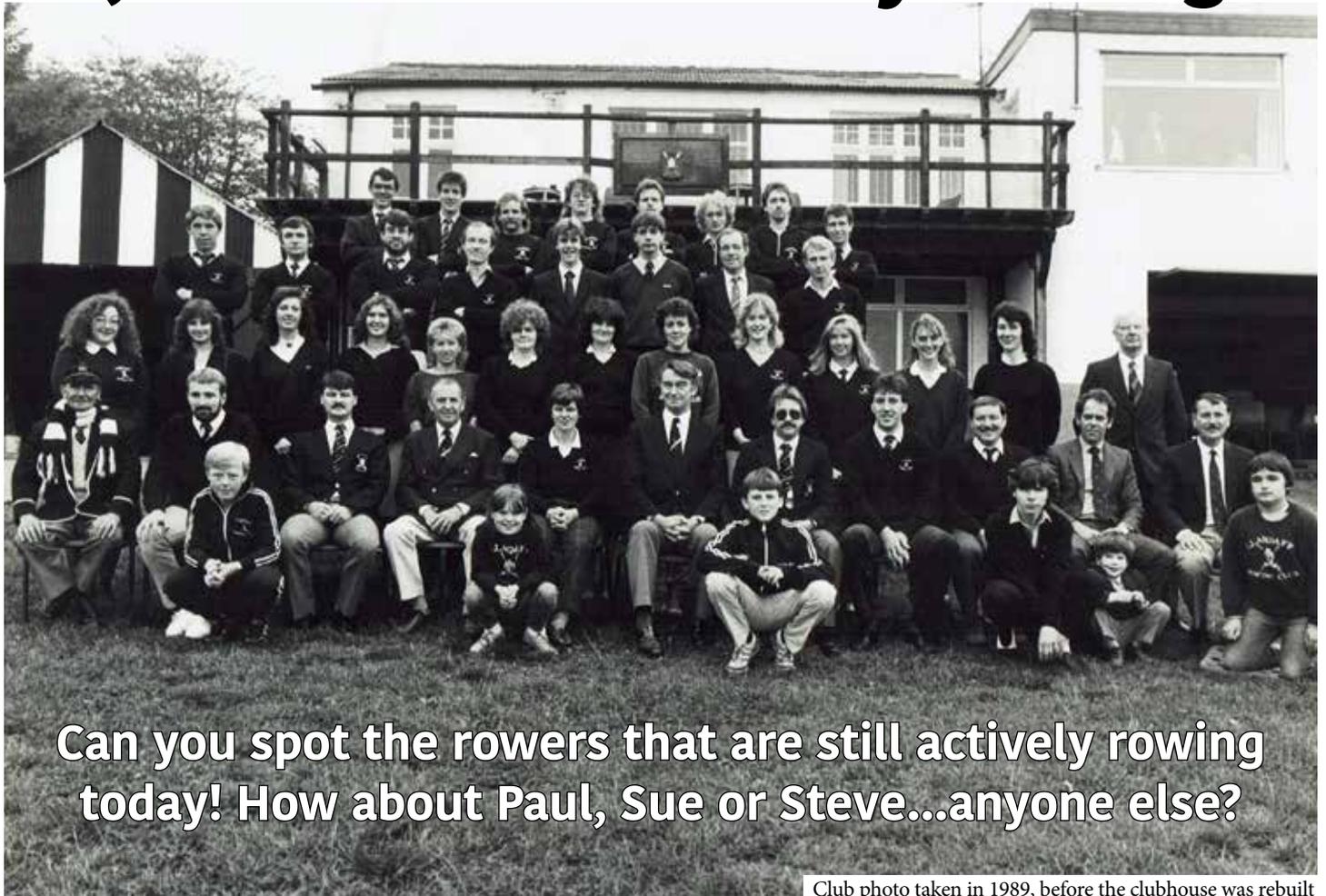


# NEWSLETTER

## So, who's still actively rowing...



Can you spot the rowers that are still actively rowing today! How about Paul, Sue or Steve...anyone else?

Club photo taken in 1989, before the clubhouse was rebuilt

I am happy to report that we have some positive news, in that the work to replace the landing stage is now in progress. The project is run by Cardiff City Council, who is managing the work, and the contractor is Kaymac Marine Engineering. The work should last another four weeks

Obviously, there will be limited access to the landing stage area during the work, and we have agreed that the stage is to be replaced in two sections so that we can still go out rowing but with a smaller boating area.

I do ask that we all take care when visiting the club and remember to please stay away from the work areas, which will assist in how the work will progress safely. However, should you have any concerns, please let me know.

Many thanks,

Trevor Wing - Chairman - [chairman@llandaffrc.com](mailto:chairman@llandaffrc.com)





Dear Reader,

This is your Lockdown Newsletter No. 7 and the next, No 8 in three weeks time will be our last edition and I shall come to our last edition in a moment.

Firstly, I should like to thank all the club members who have contributed to the venture so far. There has been some really great material and so that it is not lost to posterity ALL editions of your Lockdown Newsletter are posted on our website where everyone can access it. Visit [www.llandaffrc.com](http://www.llandaffrc.com) go to 'members' our username is 'fullmember' and the password 'easyoar'.

It has been suggested that we consider doing a Newsletter twice a year, and so maybe another in 6 months time. We will only consider doing this if there is a demand for such. Please let us have your views and we will respond accordingly.

Next year 2021 is our 75th Anniversary so as part of the celebrations for this a small team of members will be creating an illustrated booklet on the club's history. Starting with rowing on the River Taff in the mid 19th Century up to the period of WW1. Then the inter war years and concluding with the creation of LRC in 1946 and the growth and development of the club to the present day.

Further details of this project and how you can be involved if you wish will be outlined in edition No 8 due out on 22nd August.

Steve Denley-Hill  
[skdenleyhill@gmail.com](mailto:skdenleyhill@gmail.com)

# Naming a Boat...

## *what's in the name?*

Most Rowing Clubs have boats with individual names on them and Llandaff is no exception. Invariably they are the names of people who have done amazing things for the club, their tribute have been gratifying and we have honoured them by naming a boat after them. They are part of the club's history and deserve to be remembered.

We retell their story so that you get an opportunity to understand the value of these individuals, the names on the bow of the boat that you row in. These obituaries have been written by a current or ex member, who had a close friendship with these persons, in previous editions we wrote about Sian Jones, Chris Barrow, Dai and Peggy Morgan, Bill Morris, Colin Prentice, Martyn Kelly and George Greaves. In this edition friendly thoughts go to George Plumtree and Jerry Luke.

**George Plumtree** : Double, remembered by Roy Nicholls

*My first memories of George go back to 1977 when this man in his mid-sixties turned up with his coaching launch – who was he? He was a big man a former rugby player with hands the size of five pounds of pork sausages. Coaching at club generally fell to Jerry Luke looking after the senior crews and Geoff Lewis and Colin Prentice looking after the novices and senior C crews. George was something different probably from his wealth of coaching experience with various clubs on the Thames and so he set to work demonstrating in the tank how he wanted the catch and drive using phrases which are probably not repeatable here. He would then get us into our boats and he into his rubber duck flit up and down the river between crews using humour and sometimes ridicule to get you to do what he wanted and somehow he had this knack of getting oarsmen with disparate styles together. A case of getting you to do your best the best possible way you can do it.*



*Over the next two years George came to us and we went to George a Twickenham Rowing Club where George arranged for us to have the keys. We used to travel up on a Friday after work have a meal at a local pub or restaurant a few quiet beers and bed down ready for the weekends onslaught. Breakfast had into the eight by 9am paddle upstream and turn at top of Eel Pie Island onto the Thames proper and there it was miles and miles of river and George made sure we used it. The first session on the Saturday 9am to 1pm, have lunch and the second session from 2pm until around 5.30pm. Sunday it was 9am. until midday to shower and change, have a beer with George then homeward bound. George liked a beer or two and was an avid snuff taker where he would be with his red polka dot handkerchief ready to invite the unwary to indulge in his favourite Dr. Rumney's brown snuff, you only tried it once!*

*On one occasion George arranged for us to enter the Ibis Christmas eights along with a Twickenham crew went downstream rowed the event and carried on back on the flood tide and it was a big one. Cars parked along the river under water and by the time we got back to the boat house the water was near enough up to the doors. It was a matter of all out of the boat into the water remove the oars and turn the boat over to get it into the boathouse. Poor old Mike Jones, now a prominent member of Ross Rowing Club, with a combination of exhaustion and the cold water took a little turn for the worse. My abiding memory was seeing him laid out on the bar with the overhead radiant heaters gently warming him back to some normality. Rowing with George was very very different.*

*George carried on coaching Llandaff crews for a few more years after into his early seventies until about 1984 and was a very welcome visitor to our regatta for many years after.*

**Jeremy 'Jerry' Luke** : Double/Pair, remembered by Rob Luke

Jerry Luke and his twin brother Tim were introduced to Llandaff Rowing Club in the 1950s by their Uncle Edwin who was an established member. They lived locally at the family bakery in Canton and were a familiar sight training on the river together. Tim and Jerry rowed in club fours, but their main focus was a coxless pair. They competed very successfully at local regattas and raced several times at Henley Royal Regatta. In 1960, with cox Nick



Evans, they missed selection by a narrow margin when they reached the finals of the Olympic Trials in coxed pairs.

Having come to the attention of renowned coach "Jumbo" Edwards at the trials, the twins joined forces with brothers John and David Edwards to row in the Commonwealth Games in Perth, Australia. A reward for their hard training and commitment was a silver medal in the coxless fours.

Once home from Australia, Tim decided to return to Perth with his wife Joyce. He settled there with his family and became a well-respected rowing coach at Scotch College.

Jerry, however, never ventured far from his beloved Llandaff Rowing Club and was a longstanding member of the club until his death in 1994. Jerry was a regular sculler on the river, always ready to pass on tips to fellow scullers. Latterly, he was part of a successful veteran four with Jeff Lever, Ian Hall and George Greaves. He was a committed club member who coached junior crews, and through the years, undertook the Captain and President's roles.

Rowing was a big part of Jerry's family life and his sons Robert and David both went on to represent Great Britain in World Championships: Robert in lightweight double sculls in Bled 1989; and David in the heavyweight eight in Tasmania in 1990.



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# Take Coronavirus More Seriously, Say Olympic Rowers Who Got It

Article from The New York Times

**A physical therapist brought the virus to rowers who were training to make the U.S. Olympic team, and one gold medalist said it “knocked us down pretty hard.”**

Emily Regan begins a morning practice at Mercer Lake in New Jersey. “Look what the virus still did to us,” she said. “It knocked us down pretty hard.”

The women on the United States national rowing team think that young, healthy people need to take the coronavirus more seriously. They learned that the hard way.

More than one-third of the team was infected with Covid-19, the disease caused by the virus, in March and April, during the initial swell of the virus in New Jersey, according to Dr. Peter Wenger, the team doctor for its training center in Princeton, N.J.

At least 12 women had the virus, he said, based on various test results of athletes and observations he had made of rowers who were not tested but showed symptoms of infection. During that first wave of infections, testing wasn't yet widely available.

In late March, several days after New Jersey instituted a stay-at-home order as the coronavirus began to ravage parts of the state, Marc Nowak, the team's physical therapist, tested positive for the virus after experiencing minor cold-like symptoms and promptly reporting them to U.S. Rowing.

In the previous two weeks, Nowak said, he had come into direct contact with “pretty much the whole team” of 33 women during 30-minute physical therapy sessions of hands-on stretching and muscle and joint manipulation. Out of caution — and fortunately for the team — Wenger used one of his office's limited coronavirus tests to check on his colleague.

One by one, starting four or five days after exposure, rowers began to show symptoms of infection.

“In that first wave of things happening, everything was really sketchy and there weren't really directives about wearing masks,” said Nowak, who has worked with the national team for 18 years. “We just didn't have the information we needed to take the right precautions.”

Nowak said his wife, who is an operating room nurse, and two adult children living with them also contracted the virus, though his



daughter did not become ill and later tested positive for antibodies.

“Now the message is, learn from us and what we've gone through,” Nowak said.

Emily Regan, an Olympic gold medalist from Williamsville, N.Y., who was among those infected, wrote a post on Facebook this month highlighting how debilitating the disease could be, even for some of the world's best athletes who have incredibly powerful and efficient lungs. Most women at the training center are vying to make the eight-oared boat for the Tokyo



Games next summer, when the United States will try to win its fourth straight gold medal in that marquee event.

“The narrative that has been going around in some places is that you won't get the virus if you're young and strong, or if you get it, it won't be bad, but we're perfect examples of how that is totally not true,” Regan said. She added: “Look what the virus still did to us. It knocked us down pretty hard.”

The rowers infected ranged in age from 23 to 37, Regan said, and many battled symptoms for weeks. The cases were categorized as mild, though some athletes dealt with complications for as many as 40 days, according to Wenger. None of the rowers required hospitalization, he said.

Regan, 32, said it took her a month to feel back to normal after she fell ill. More than three months later, she is still trying to get back into competitive shape, she said. That level of fitness was extremely high: Regan is a four-time world champion in her ninth year on the national team.

“I've never struggled like that before,” she said.

Early in the year, before the spread of the virus was well known in the United States, Regan and her teammates weren't worried about getting infected. They were preoccupied with making the team for the Tokyo Olympics and were anxious that the pandemic would affect the Games. Many could not bear the idea of the Olympics being postponed or canceled and enduring another year of grueling training because of it. But their priorities changed in a matter of a few chaotic days.

By mid-March, the pandemic disrupted the team's training routine as sports leagues widely canceled competitions and other operations. The rowers had to move their team boats out of Princeton University's boathouse, at the university's request, and onto trailers in the adjacent parking lot.

New Jersey's stay-at-home order on March 21 then sparked a rush for the rowers to each grab a rowing machine, called an ergometer, and some weights from their indoor training facility to bring home so they could train while gyms were closed. Three days later, the Games were postponed until 2021 and their collective mood was as low as they thought it could be — until U.S. Rowing delivered some alarming news.

The federation emailed each of them to say that Nowak, their therapist, was likely positive for Covid-19, and that the rowers might have been exposed to the coronavirus.

The athletes were told to quarantine for 14 days and pay close attention to how they were feeling and alert the host families many of them were living with.

# Data-driven approaches to training

Paul Sandom and Ian Weeks

A year or so ago we thought we might give the 2x a try. This was not for any vainglorious reason, rather it was more that we thought we were phenotypically similar (height/weight etc.) and age matched. The downside is Paul being based in the Midlands and Ian being based in South Wales. Despite this we managed a few pots last year and the distinction of being the fastest crew in every race we entered during the season (only falling foul of handicapping as we were Masters F (60-64yrs) but within a gnat's appendage of Masters G (65-69yrs).

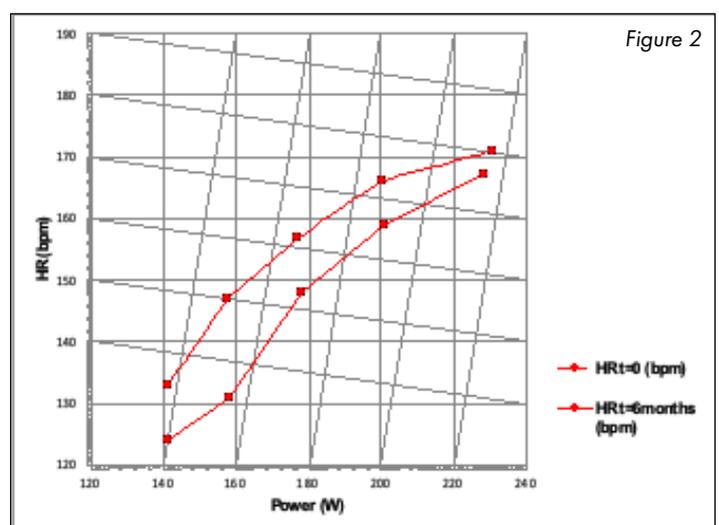
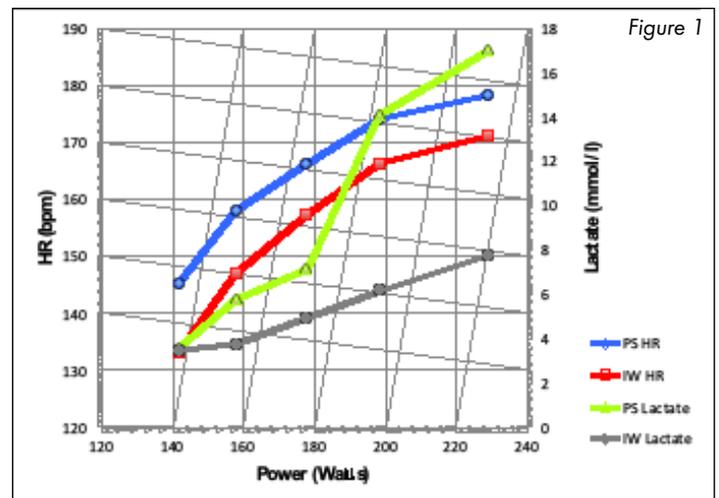
Given the short time we had been in the 2x and absent a cohesive training strategy, we attended the FISA Masters in Budapest thinking that this would be a good "range-finder". Our subsequent data analysis of the F and G 2x categories suggested that we needed to improve our performance by in excess of 7% in order to be "in the mix" for G 2x in Linz 2020. This then was our challenge – though this of course has since been postponed until 2021 as a result of the SARS-CoV-2 pandemic.

**Strategy:** Not unreasonably we anticipated that the key determinants for improvement lay in physiology and technique and from a strategic perspective we resolved to harness fundamental data outputs from these areas to inform and monitor our training plan. Here we describe our basic approaches to these two areas and their consolidation.

**Physiology:** In this respect we were fortunate to be able to call on the services of an excellent exercise physiologist who has been instrumental in assessing our baseline physiology and creating a bespoke training plan for each of us. The basis of this was an initial, sub-maximal "step-up" lactate test where blood lactate and heart rate measurements were taken with pre-defined, increasing power outputs on the erg. Figure 1 shows these data. The conclusion from this is that Paul is strong anaerobically and Ian is strong aerobically – so not quite so alike from a physiological perspective, which justifies the need for individualised training plans to better balance relative strengths/weaknesses. By way of example, in this baseline step-up test Ian's power output at the "Onset of Blood Lactate Accumulation (OBLA)" (approx. 4mmol/l) reference point was 162 Watts at a heart rate (HR) of 149 bpm. Figure 2 shows the effect of the first 6 months of the training plan on a repeat



step-up test undertaken recently by IW. The fundamental result of this is that, at HR 149 bpm, Ian's power output has now increased to 180 Watts, that is, an increase in excess of 11% over baseline.



**Technique:** From this perspective we sought out novel technology to target and crystallise improvements. We believe that individually there are areas of our technique which we can improve substantially and also that we need to find ways of synchronising our individual efforts to produce effective, efficient and consistent strokes as a crew.

The standard approach to improving technique would normally



be coaching. This can be difficult to arrange in normal times but currently under lockdown is impossible. Even so, coaching can seem to be quite subjective, leaving individual rowers and crews unclear about what the coach is asking for. Phrases like “sharper catches” or “fast hands away” leave much room for interpretation.

The Quiske system (<https://www.rowingperformance.com>) is a rowing technique measurement, analysis and coaching tool for rowers or crews of any level and can be used on boats as well as on indoor rowing machines. It differs from other rowing technology in that it is not measuring any of the power or speed parameters usually found on rowing focused technology. Instead it is designed to measure key aspects of the rowing stroke as well as the overall rhythm of each stroke.

The Quiske system consists of

- A pod placed on the oar and/or the seat, or on the erg
- The Quiske App, a smartphone application measuring and analysing acceleration of the boat or the erg handle
- A cloud service to store, to analyse and to allow comparison of technique within rowers in a crew

Used indoors the Quiske App comes with a Virtual Coach, which gives instant feedback on rhythm and timing, allowing anyone to get the hang of good coordination. Paul has been trialing the system during lockdown on his RP3 rowing machine. Indoor rowing can encourage some very bad habits. One of the most problematic is the ratio between the

drive and recovery stages of the stroke cycle. Whilst this is incredibly important in a boat, not only is it irrelevant on an indoor rower, there is an incentive to rush the recovery on the rowing machine, as the only influence on speed is the number and power of the strokes. Quiske highlights on every stroke where this is happening and helps stop rushing becoming an ingrained habit. The app has a virtual coach to give the user feedback on every stroke.

The Virtual Coach comes with three different levels: Easy, Moderate, or Challenging. The level determines the width of the range of acceptable values for seat timing, seat rhythm, rowing rhythm and time at backstop. The first time Paul used the device he managed a score of 54 out of 100 at the “Easy” level. After use during the first 4 weeks of lockdown he was able to regularly score 90 plus at the “Challenging” level, indicating a substantial improvement in technique. Use of the system theoretically means that individual rowers training in isolation can not only improve technique and stroke efficiency but also crews can be working towards synchronizing their technique by following a common set of parameters.

Figure 3 shows a screenshot of the results of a Quiske monitored training session on a C2 ergo giving scores for various aspects of the rowing stroke as well as an overall total.

**Conclusions:** It remains to be seen how our progress down this path will translate into race pace on the water. Prior to implementing this strategy our 1000m erg times on a good day put us within the top 40% (ie comfortably within the 2nd quartile) of the Concept 2 rankings for our age group, as do our 10k times. This was a little unexpected but pleasing in that we weigh in at only 68kg which pays dividends on the water in the form of reduced drag. Physiologically we appear to have a good platform for our tender years (resting heart rates 47-53, maximum heart rates 178-183, VO2max 43, resting blood pressure 112/62 or less) and have training plans bespoke for our aerobic/anaerobic metabolic differences. Just as quantitative data input has been key to optimising our physiology so has it been important in developing improved technique using recently available technological innovations. After all this we will probably hit a lane buoy and capsize – like most rowers we are getting our excuses in first so maybe we also need to consult a sports psychologist.

Figure 3



# BOOKS AND FILMS

Unfortunately rowing is a sport that does not readily lend itself to books and films. There are, however, some exceptions and although I suspect that many of you will already be aware of the following, nevertheless I hope that there will be something here to interest everyone.

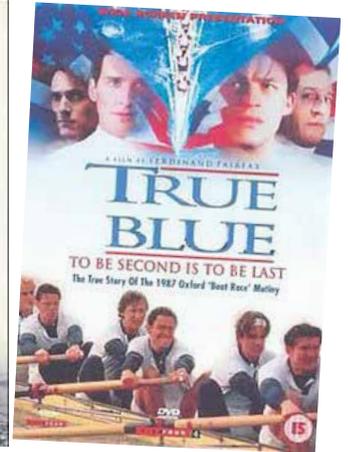
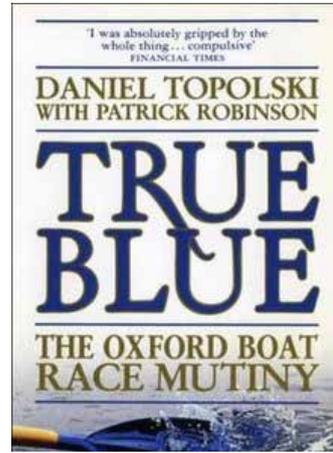
by Steve Denley-Hill

**TRUE BLUE** the book that tells the story of the Oxford Crew mutiny of 1987 by Dan Topolski and published by Doubleday Books.

This is a cracking real life drama of unrelenting rowing. Strikingly reminiscent of Chariots of Fire, this book tells the story of the sporting event which shook both Oxford University and its Boat Club to the very foundations during the harsh winter of 1986/7.

A group of American students arrives at Oxford, hoping to put some steel into a Boat Race crew still reeling from their recent humiliating defeat at the hands of Cambridge. But disagreements over training methods soon bring to a head a bitter clash between the elected President of the Dark Blues and a fiery-tempered rower from California. Much more than the race is at stake in this clash between the amateur sporting tradition of the Boat Race and New World big-star sportsmanship. In the resulting battle, which made headline news worldwide, the rebels, having failed to remove the Boat Club President, pull out six weeks before the race. Will Oxford Coach Topolski, against all odds, mould an inexperienced and demoralized reserve crew of no-hopers into a winning team?

When the BBC made a film of the book **TRUE BLUE** on DVD one is treated to 120 minutes of compulsive viewing, Starring John Leyson, Dominic West, Dylan Baker, Geraldine Somerville, Josh Lucas and Brian Mc Govern.



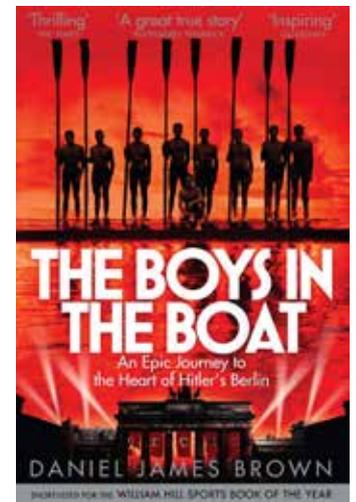
**THE BOYS IN THE BOAT** - Book in both Hard and Paperback by Daniel James Brown, published by Macmillan.

The author, who has never been an oarsman, was inspired to write this factual story as a result of a chance meeting with a dying man. This man had been a member of the 1936 American Gold Medal Olympic Eight at Hitler's Olympics in Berlin.

This book is a brilliantly, can't put it down story which can be read as a whole or dipped in and out of. There are several sections that I have read several times in particular some of the races which are described in a detail and atmosphere that belies the author's lack of experience in the sport.

The narrative charts the selection, trials and tribulations of a group of working class men during the great depression, vying to represent their country at the Berlin Olympics and how they deal with problem after problem.

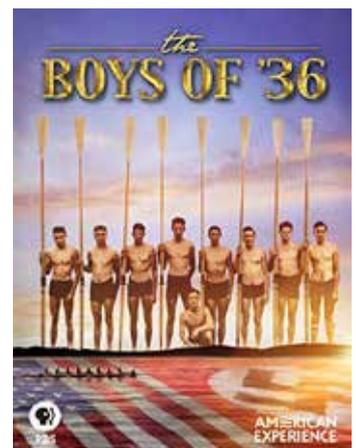
Read more about the story below, as featured in the film, The Boys of '36...



**THE BOYS OF '36** - DVD

Inspired by Daniel James Brown's critically acclaimed nonfiction book *The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics*, *The Boys of '36* is the thrilling story of the American Olympic rowing team that triumphed against all odds in Nazi Germany.

In the summer of 1936, nine working class young men from the University of Washington took the rowing world and the nation by a storm when they captured the gold medal at the Olympic Games in Berlin. These sons of loggers, shipyard workers and farmers overcame tremendous hardships—psychological, physical and economic—to beat not only the Ivy League teams of the East Coast but also Adolf Hitler's elite German rowers. Featuring interviews with Brown, historians and surviving children of the 1936 Washington team, *The Boys of '36* recounts their unexpected victory and the obstacles they overcame to achieve it, giving hope to a nation struggling to emerge from the depths of the Great Depression.



**THE BOY IN BLUE** - DVD - Film starring Nicolas Cage and Christopher Plummer  
A 1986 Canadian drama film directed by Charles Jarrott. The film, which was written by Douglas Bowie and co-produced by Steve North, John Kemeny, and Dennis Heroux, was distributed by 20th Century Fox.

This is a dramatized story of Neil Hamlyn's rise to fame in the 1890's. Neil was a Canadian Professional Sculler who became World Champion in what was a very cut throat versions of our sport in which big money was won and lost, not unlike the prize fighting of an earlier era.

Most of the film was made in and around St Catherin's in Canada. There are some interesting asides such as fixed seat racing, which required ones seat to be smothered in grease. Also the invention and development of sliding seats and swivel rowlocks. Much after my own heart the film shows that alcohol could be part of training.



**MORE POWER** - Written by Hugh Matheson and Christopher Dodd

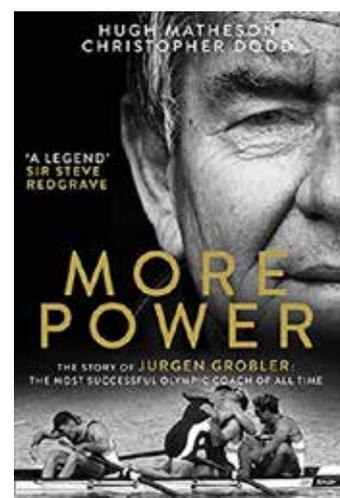
The Story of Jurgen Grobler: The most successful Olympic coach of all time and arguably the greatest coach in British sporting history.

Jurgen Grobler's Olympic coaching career is one of legend, yet the man himself has remained resolutely out of the spotlight. Over the last twenty years he has masterminded British Rowing's incomparable success. And when the difference between gold and silver can mean mere fractions of a second, Jurgen Grobler has consistently delivered Olympic gold through various boat classes and with an ever-changing group of athletes.

Arguably the greatest coach in British sporting history, Grobler's unparalleled record outstrips many much better known records and stories; building champions such as Sir Steve Redgrave, Sir Matthew Pinsent and James Cracknell to name but few.

This authoritative account of Grobler's career straddles the Iron Curtain, beginning in the German Democratic Republic, where systemic state-funded doping was an open secret, before crossing to Britain following the fall of the Berlin Wall. And whilst culture and sport have shifted dramatically over the last half century, Grobler's pursuit of greatness has never faltered.

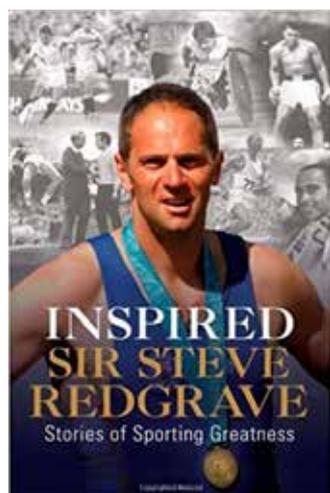
Written by Olympic medallist, Hugh Matheson, and rowing historian, Christopher Dodd, More Power is the unmissable story of one man's quest for glory, and sets out to unlock the secrets of Jurgen Grobler: the finest coach Olympic sport has ever seen.



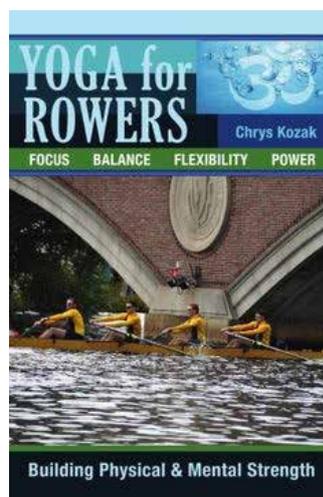
**INSPIRED : STORIES OF SPORTING**

**GREATNESS** - Sir Steve Redgrave

Inspiration, something much needed in these times, abounds as Sir Steve relates the entertaining tales of his fellow sportsmen and women that spurred on his success. Overcoming adversity, the importance of



teamwork, graft and a little bit of luck all contribute to Sir Steve's overwhelming triumphs, both in and out of the boat, as he strove to overcome diabetes to win his fifth gold medal in spectacular style. Here he divulges the stories that inspired him, roused him and made his wildest dreams a magnificent reality.



**YOGA FOR ROWERS** -

By Chris Kozaak

This is a well-illustrated easy to follow, small slim line hand book. The author follows the four component parts of the stroke cycle. The catch, the draw, the finish and the recovery giving three exercises' for each.

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*Most of the books and DVD's I mention can be bought on Amazon and are not expensive, but you may well discover other suppliers.*

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So, you think your industry is boring...

## Part 2 -

By Nigel Tranter  
Fitness member and Welsh Umpire

# The Evil Merchant



In my previous article about how credit cards operate, I gave an overview of how credit cards are processed. Although I touched on it very briefly, the merchant plays a huge role in this processing and some merchants have a very strange approach to the handling of your data.

Before I continue, I must make it clear that to avoid the rowing club and myself being sued out of existence I will not be naming names. Sorry I know you all like a good gossip but I can't afford it.

It's also worth pointing out that the card brands (Visa, MasterCard et al.) have for years developed a card processing system with extensive security features that in all but the most obscure industries protect the merchant from hackers and thieves.

Such industry inventions include EMV chip cards, holograms, Point 2 Point Encryption (P2PE), tokenization, CVV2, chargeback analysis, liability shift, recurring billing, outsourcing credit card handling etc. Don't worry about what all these (and other industry) features do, I don't have the room to explain them all here. But suffice to say the merchant is well protected.

Over the last 15 years performing Payment Card Industry (PCI) assessments, I have encountered merchants whose attitude to security and confidentiality is nothing short of criminal. I'm not talking about small struggling merchants, these are large multinational companies, household names that should know better. Here is an example, and this goes against what I just said about naming names (this is public knowledge so it's OK), when Target in the USA was hacked (in 2013), alerts were being generated by the merchants' intrusion systems, telling personnel that something wasn't right. These alerts were ignored and the hackers stole 110 Million records. Why have a system that tells you your being hacked and then ignore it?

That brings up a very relevant point, what is the merchant storing? The card brands have developed systems to allow credit card processing without the merchant storing any personal information at all, so why would they? Well it's the merchant believing that they own the customer and have to have as much information about you and your buying habits that they can get their hands on. Merchants also believe that storing credit card information when you come back to their shop is the best policy.

It's not just PCI that specifies how card data must be handled, there is a new European law called General Data Protection Regulation (GDPR) that makes it a legal obligation to protect this and other personal data.

So here is a summary of what I have seen merchants do that is in violation of PCI and/or GDPR

- Storing credit card numbers in clear text, within files or databases. Card numbers must be encrypted or truncated
- Storing CVV2 (or similar), or track data (that's on the magnetic stripe on the back of your card) in a database or in files
- Asking for your CVV2 number when you're in a shop. The CVV2 is only used for online shopping
- Asking for and storing your PIN number (unbelievable but true)
- Asking for additional information from the customer, like drivers license etc. This is NOT required for any credit or debit transaction
- Asking for your email in a store when processing a refund. If the goods are defective, you have statutory rights that protect you. If the good is just being returned then it's up to the merchant, but always give a false email, or one you don't mind being spammed.
- Allowing easy access to credit card information by staff
- Keeping personal data for years past its expiry data
- Not updating systems when bugs are found
- Not testing systems sufficiently to find bugs
- Installing expensive tracking and alerting systems and then ignoring them (Doh!)

There are lots more. But let's move on, because you'll be asking about all those statements merchants make

about looking after your data. Well, to be blunt a lot of merchants lie about what they do with your data. Here is a short table showing what a merchant says in public and what they actually mean.

What a merchant says	What a merchant means
We value you as a customer	Only when you're buying stuff, if you stop shopping with us we don't care
We have implemented state of the art security to protect your data	We have no idea how it works and if it works by accident we will ignore it
We will never sell your data	We'll not in a way you could find out
Your call is important to us	Unless you want to complain....
We only store your data with your consent	You don't know what we store and have no way of finding out
We believe in the best security systems	We just don't buy or implement them
We will never market to you	But our 3rd party partners will
We only take your email for emergencies	We think generating sales is an emergency
Its store policy	We are ignoring the law and want more data from you
Your privacy is important to us	We wouldn't care really but GDPR forces us to care

Apart from a bit of humour, the above list is the attitude I have seen displayed by merchants during assessments. So how do you know where to shop, and what is safe?

Well not all merchants act in this way, but a lot do. In a shop its easy, use EMV (chip and PIN) and ignore all request for additional data from you. If EMV does not work, you have two options:

- Use cash
  - Leave your purchases and walk out of the shop
- Online use a credit card that has a low credit limit and only put the card number and CVV2 in once. Only shop at stores that are well known and you have heard of.



Be careful shopping at sites found via a google search, they may appear to be based in the UK, but might not be.

If possible have an email that you only use for shopping online and is not your primary email.

If you stop using a particular website to shop and you want to have your data removed GDPR allows you to "be forgotten" and the merchant must remove all your data.

Finally, it goes without saying (hopefully it does) that you never, never use a bank transfer or prepaid types of cards (like iTunes) to pay for anything online.

So there we have it - Stay safe and keep shopping – Visa needs the money (not!).

Feel free to write an article of your choice. Send articles with photos to Steve at: [skdenleyhill@gmail.com](mailto:skdenleyhill@gmail.com)

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