

### **Comhairle Chontae na Mí**

Teach Buvinda, Bóthar Átha Cliath, An Uaimh,  
Contae na Mí, C15 Y291

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R-phost: [customerservice@meathcoco.ie](mailto:customerservice@meathcoco.ie)

Web: [www.meath.ie](http://www.meath.ie)

Uimhir Chláraithe: 00172770



### **Meath County Council**

Buvinda House, Dublin Road, Navan,  
Co. Meath, C15 Y291

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E-mail: [customerservice@meathcoco.ie](mailto:customerservice@meathcoco.ie)

Web: [www.meath.ie](http://www.meath.ie)

Registration No.: 00172770

## **Data Protection Privacy Statement for**

### **ECD032- Collection of data for direct marketing (Tourism)**

#### **Who we are and why do we require your information?**

Meath County Council seeks to promote the economic, social and cultural development of County Meath and in doing so contribute significantly to improving the quality of life of the people of County Meath. The delivery of high quality services, tailored to meet the needs of all our customers, remains one of Meath County Council's core objectives and is included in our Corporate Plan. This quality service includes not only the level and quality of service given to our customers, but also the quality of our decision-making processes, the efficiency and effectiveness of our corporate operations, standard of our facilities and our ability to adapt in an ever-changing environment. In order to provide the most effective and targeted range of services to meet the needs of the citizens, communities and businesses of County Meath, we will be required to collect, process and use certain types of information about people and organisations. Depending on the service being offered, the information sought may include 'personal data' as defined by the Data Protection Acts and by the General Data Protection Regulation (GDPR) and may relate to current, past and future service users; past; current and prospective employees; suppliers; and members of the public who may engage in communications with our staff. In addition, staff may be required, from time to time, to collect, process and use certain types of personal data to comply with regulatory or legislative requirements.

#### **Why do we have a privacy statement?**

Meath County Council has created this privacy statement in order to demonstrate our firm commitment to privacy and to assure you that in all your dealings with Meath County Council, we will ensure the security of the data you provide to us. Meath County Council creates, collects and processes a significant amount of personal data in various multiple formats on a daily basis. Meath County Council's commitment is that the personal data you may be required to supply to us is;

- Obtained lawfully, fairly and in a transparent manner
- Obtained for only specified, explicit and legitimate purposes
- Adequate, relevant and limited to what is necessary for purpose for which it was obtained
- Recorded, stored accurately and securely and where necessary kept up to date
- Kept only for as long as is necessary for the purposes for which it was obtained.
- Kept in a form which permits identification of the data subject
- Processed only in a manner that ensures the appropriate security of the personal data including protection against unauthorised or unlawful processing.

#### **Data Protection Policy**

Meath County Council has a detailed Data Protection Policy which outlines how we as a public body are committed to ensuring the security of any personal data you provide to us.

#### **What is the activity referred to in this Privacy Statement?**

Contact information is collected at two points: via competitions at promotional shows and via our website sign up form. Where an individual has entered a competition at a promotional show they can opt in to receiving direct marketing information. Their email address is used to send ezines containing tourist information on Meath and South Louth. Information usually consists of tourism news, festivals and events, special offers from accommodation providers. Additionally, if they win a competition prize their contact information will be used to make arrangements for award of the prize.

#### **What is the basis for making the processing of personal data in this activity lawful?**

Processing is carried out on the basis of receiving consent. [Article 6(1)(a) of the General Data Protection Regulations, 2016].

**We require your contact details**

In order to communicate with you, you will be asked for contact details. You do not have to provide all contact details but providing more, such as email, phone, address, makes it easier to communicate. Please note that to help protect your privacy, we take steps to verify your identity before granting access to personal data. These contact details may also be used to verify your identity.

**What items of personal data do we need to undertake this activity?**

First name, surname, email address.

Phone number may also be given if the individual is entering a competition- this is optional and is not retained for direct marketing purposes.

**This personal data will be used for the following purpose(s):**

Email address is required to send ezines; for the purpose of a competition a phone number may be requested as a back up to ensure that prizes can be awarded.

**Is the personal data submitted as part of this activity shared with other organisations?**

Meath County Council may, to fulfil statutory or regulatory obligations or in the public interest, from time to time, have to share personal data with other organisations or entities (in Ireland or abroad). Where this is required Meath County Council shall have regard to the security and integrity of the data and will minimise the data shared.

In this activity, the data will be shared with the following recipients:

Data will be shared with our website developer, marketing consultant and email marketing provider.

In this activity, if the personal data is to be transferred to a different country, it will be transferred to the following countries (if there are no countries listed, it is not intended to transfer the personal data abroad):

N/A

**How long is this personal data held by Meath County Council?**

Meath County Council has a detailed record retention policy which goes in to more detail of the time period for which your personal data will be retained by Meath County Council and what will happen to it after the required retention period has expired.

**The data processed as part of this activity will be retained for the following period(s):**

Sign-up sheets collected at promotional shows are held for one year and are then shredded. Email addresses continue to be held on our email marketing database until the data subject unsubscribes at which point their contact details are removed.

Data collected via website sign-up is retained on the email marketing database until the data subject unsubscribes at which point their contact details are removed.

Note: there is an option to unsubscribe at the end of each Ezine that is sent.

**What will happen if the requested personal data is not provided?**

Ezines will not be sent to the data subjects; if the data subject has entered a competition but does not provide contact information, prizes cannot be awarded in the event that they are chosen as a winner

**Your Rights**

You have the right to request access to personal data held about you, obtain confirmation as to whether data concerning you exists, be informed of the content and source of data and check its accuracy. In addition, if the data held by us is found to be inaccurate you have the right to change, remove, block, or object to the use of, personal data held by Meath County Council. You also have the right to data portability. In certain circumstances blocking access to data may delay or remove access to a service where the data is required by law or for essential purposes related to delivery of a service to you. To exercise these rights, you should contact Meath County Council (Data Controller) at the following address:

email: [dataprotection@meathcoco.ie](mailto:dataprotection@meathcoco.ie)

Data Protection Officer,  
Meath County Council,

Buvinda House,  
Dublin Road,  
Navan,  
Co. Meath

**Right of Complaint to the Office of the Data Protection Commissioner**

If you are not satisfied with the outcome of the response you received from Meath County Council in relation to your request, then you are entitled to make a complaint to the Data Protection Commissioner who may investigate the matter for you.

The Data Protection Commissioner's website is [www.dataprotection.ie](http://www.dataprotection.ie)  
Contact Data Protection Commissioner at <https://www.dataprotection.ie/en/contact/how-contact-us>

Phone Number: 01 765 0100/1800 437 737

Postal Address:

Data Protection Commissioner  
21 Fitzwilliam Square South  
Dublin 2  
D02 RD28  
Ireland