

O'TUAMA TOURS

O'TUAMA TOURS with the registered address of Dromanallig, Ballingearry, Macroom, Ireland, Eircode P12XH70 Sole trader status, (also referred to as "we," "our," "us") is the Data Controller when you provide information to us.

SUMMARY

This Privacy Statement defines how we collect, use, share, store, our legal basis, how long we keep your data and explains your rights. Any information that we process will be held in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act, 2018 and other Irish or EU Data Protection legislation.

LEGAL BASIS FOR USING YOUR INFORMATION +

All businesses must have a legal reason to use your personal information; if they do not have one, they cannot use your data. There are several legal grounds that enable data processing. Outlined below are the most relevant grounds you should be aware of.

WHEN YOU ARE A VISITOR OR A POTENTIAL VISITOR +

When you are a visitor or a potential visitor, we will process the following personal data about you:

- Your first name, surname, address, telephone/mobile number and e-mail address;
- A record of the information that you provide to us;
- Conversations you have when you call us;
- When you book to attend and pay for a guided tour; and
- When you agree to stand in for a group photograph which we will use on our social media accounts;

Where you provide information to us about other people coming on a guided tour, you need to make sure you have their permission to do so.

Lawful basis relied upon: The processing is necessary for the **performance of a contract, consent or legitimate interest.**

Performance of a contract is where we either have a contract with you or you wish to enter into a contract with us. For example, when you book a guided tour from us, we will process your information to administer that transaction.

There may be situations where we need to use your information to comply with **legal obligations**. We are required by law to keep your information on file for the purposes of complying with the Revenue Commissioner, Health and Safety legislation and for Professional and/or Public Indemnity Insurance purposes.

We process the following data because we have a **legitimate interest**:

- Keeping your data in our system in order to keep it secure;
- The date on which you started using our services;

- The date on which you ceased to use our services; and
- A record of any complaints or compliments made by you and the action taken in respect of any such complaint or compliments;

SENSITIVE DATA +

In the course of providing our services, we may process specific sensitive data for instance, in the unfortunate event that you experience an accident or incident we will record your personal data and any health implications. We rely on exceptions contained in Article 9 of the GDPR and the Data Protection Act 2018 to process this information.

WHY DO WE NEED YOUR DATA? +

O'Tuama Tours need to process personal data about our visitors to provide effective and high-quality service and to fulfill our **legal obligations**. We will process your data to:

- Provide you with the services or information that you have asked for;
- Keep a record of your relationship with us;
- Send you correspondence and communicate with you;
- Meet our legal obligations;
- Respond to or fulfill any requests, complaints or queries that you may have; and
- Understand how we can improve our services or information;

WHEN AND HOW WE COLLECT YOUR INFORMATION +

We may collect information you provide to us directly and indirectly when interacting with our services. This may include such interactions as:

- Make an initial approach to us by email or on the phone; and
- Interact with us by email, text, or on social media;

CHILDRENS' DATA +

O'Tuama Tours is a guided tour service directed to and intended for use only by those who are 13 years of age or over. If you would like to make use of our guided tours and you are not yet 18 years old, we require that an adult is present when you register. We will obtain that consent from the adult who is authorised to give the consent on your behalf.

YOUR BUSINESS FINANCE INFORMATION +

Processing is necessary for compliance with a **legal obligation** such as Taxation laws. We collect financial data required to comply with Irish Tax law, account details to pay and sending invoices.

COOKIES +

We do not use Google analytics or similar technologies on our website. Some cookies may be dropped to ensure the site loads correctly, but these are purely for technical functionality

CONTACT FORM +

We collect personal information relating to you when you contact us through the contact forms on this website. This information may include your name, email and your phone number. We will only use this information to respond to your request. We will never use this information to market to you unless you have specifically requested us to reach out to you through the contact form.

CONSENT +

There are some activities where we process personal information with your permission, which you can withdraw at any time, although if you do, we may not be able to provide the product or service you have requested. An example is where we want to use your photograph to promote our business. We would ask your permission first and you can withdraw your consent at any time. We will indicate in this Privacy Statement where we rely on consent.

WITHDRAWING CONSENT +

Where we may rely on consent to use your information, you have the right to revoke that consent for that processing activity at any time. However, we may have the right to rely on an alternative legal basis for the processing activity and will inform you of that.

A withdrawal of consent may still allow the processing of your data if:

- Processing is necessary for the performance of a contract with you.
- Processing is necessary for compliance with a legal obligation.
- Processing is necessary to protect your vital interest or that of another person.
- Processing is necessary for the performance of a task carried out in the public interest.
- Processing is necessary for the legitimate interests pursued by the controller or a third party; except where such interests are overridden by your interests or fundamental rights and freedoms.

DIRECT MARKETING +

We want to send you information about our services, training and events from time-to-time which may be of interest to you. If you have consented to receive such marketing information, you may opt-out later. You have a right at any time to ask us not to contact you for marketing purposes.

In addition to sending you information about the services you use, and where we have your permission, we may send you direct marketing communications about our services, events and offers.

Direct marketing communications may be sent by post, email, telephone, social media (such as Facebook, LinkedIn and Twitter), messages including push notifications to your mobile devices, and via other electronic means such as when you visit our website.

We may send you direct marketing while you have an ongoing relationship with us and for a reasonable time after you have used one of our services.

You will be able to opt-out of direct marketing by following the instructions in the communications you receive or changing your device settings.

LINKED SERVICES, THIRD-PARTY SITES AND CONTENT +

In some of our articles, videos and blogs, we may reference other websites and provide links which are outside of our control. This Privacy Statement does not cover these other websites and links. O'Tuama Tours do not accept any responsibility or liability for other sites' Privacy Notices/Statements or Privacy Policies. If you access other websites using the links provided, please read their policies before submitting any personal information

Our website uses interfaces with social media sites such as Facebook, LinkedIn, Twitter and others. If you choose to "like" or share information from the O'Tuama Tours website through these services, you should review the 'Privacy Statement/Notice' of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your site visit to your personal data.

DISCLOSURES REQUIRED BY LAW +

Your information will be disclosed where we are obliged by law to do so. We may also disclose your information where we are allowed by law to protect or enforce our rights or the rights of others and for the detection and prevention of crimes, such as fraud.

RETAINING YOUR DATA +

We shall keep your information for as long as necessary for the uses set out in this Privacy Statement or while there is a legitimate business reason for doing so.

We hold your data:

- For enquires – 6 months, just in case you have forgotten something and come back to us.
- For marketing – until you withdraw consent or until we see that you are no longer opening the emails. We review our consents every year.
- Accident/incident Reports – kept for 10 years

Where you ask for your account to be closed, we will do this as soon as possible subject to any terms and conditions relating to the account. Your information will be retained to comply with legal and regulatory obligations as well as for analysis, to prevent fraud, collect any monies owed, and to resolve disputes.

YOUR RIGHTS UNDER THE GDPR & THE DATA PROTECTION ACT, 2018 +

You have rights in respect of our processing of your personal data which are:

- To access your personal data and information about our handling of it. You also have the right to request a copy of your personal data (but we will need to remove information about other people).
- To rectify incorrect personal data that we are processing.
- To request that we erase your personal data if:
 - We no longer need it;
 - If we are processing your personal data by consent and you withdraw that consent;
 - If we no longer have a legitimate ground to process your personal data; or
 - We are processing your personal data unlawfully
- To object to our processing if it is by a legitimate interest.
- To restrict our processing if it was by legitimate interest.
- To request that your personal data be transferred from us to another company if we were processing your data under a contract or with your consent and the processing is carried out automated means.

If you want to exercise any of these rights, please contact us at otuamatours@gmail.com

WHO DO WE SHARE YOUR INFORMATION WITH? +

If you decide to book a tour using our online booking form you will be directed to make a financial deposit. As part of this process, your credit card/debit card information will be shared with PayPal. Please note that all PayPal transactions are subject to the PayPal Privacy Policy (alternatively known as PayPal's Privacy Statement). PayPal is an Independent Data Controller, so you are strongly advised to read PayPal's Privacy Statement to ensure you understand how they will process your data. We are not responsible for the content or the Privacy Statements/Notices for any websites that we provide external links to.

DATA TRANSFERS OUTSIDE OF THE EU OR EEA +

We do not transfer any personal data outside of the EU or EEA.

CHANGES TO OUR PRIVACY STATEMENT +

We reserve the right to modify this Privacy Statement at any time. Each time you use this website, you shall be bound by the then current Privacy Statement and accordingly you should review the Privacy Statement each time you use this website. This is a live document, under regular review. This policy was last updated on November 2018.

COMPLAINTS, QUESTIONS AND ASSISTANCE +

If you have any comments, concerns or complaints about our uses of your information, we would ask that you contact us first, so that we can try and resolve the matter.

You are encouraged to raise any issues with Director, Dorothy O' Tuama:

Post: Dromanallig, Ballingeary, Macroom, Ireland, Eircode P12XH70

Mobile/Cell: +.353 (0) 86 8539744

E-mail: otuamatours@gmail.com

COMPLAINING TO THE DATA PROTECTION COMMISSION (DPC) +

Where we are unable to help, you can complain to the Data Protection Commission (DPC) in Ireland or the Statutory Authority in your country of residence, who will be able to liaise with the Data Protection Commission.

The Data Protection Commission (DPC) can be contacted at:

Post: Data Protection Commission, Canal House, Station Road, Portarlinton, Co. Laois, Ireland, R32 AP23.

Telephone: +353 (0) 57 8684800

Telephone: +353 (0)761 104 800

Lo-Call Number: 1890 252 231

E-mail: info@dataprotection.ie