

## **waterfordeparking.ie Privacy Policy**

Type of website: Parking Service

Effective date: 1<sup>st</sup> March, 2022

waterfordeparking.ie (the "Site") is owned and operated by Waterford City & County Council. Park Magic Mobile Solutions Ltd is the data controller and can be contacted at:

support@parkmagic.net

061 311422

Riverfront, Howley's Quay, Limerick V94WTK7

### **Purpose**

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected;
4. The rights of Site users; and
5. The Site's cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Site.

### **GDPR**

For users in the European Union, we adhere to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (the "GDPR"). For users in the United Kingdom, we adhere to the GDPR as enshrined in the Data Protection Act 2018.

### **Consent**

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy.

### **Legal Basis for Processing**

We collect and process personal data about users in the EU only when we have a legal basis



for doing so under Article 6 of the GDPR.

We rely on the following legal basis to collect and process the personal data of users in the EU:

1. Processing of user personal data is necessary for us to take, at the request of a user, steps before entering a contract or for the performance of a contract to which a user is a party. If a user does not provide the personal data necessary to perform a contract the consequences are as follows: The parking service cannot be provided.

### **Personal Data We Collect**

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

#### **Data Collected Automatically**

When you visit and use our Site, we may automatically collect and store the following information:

1. Content viewed.

#### **Data Collected in a Non-Automatic Way**

We may also collect the following data when you perform certain functions on our Site:

1. Email address; and
2. Phone number.
3. Vehicle Registration Number

This data may be collected using the following methods:

1. When you create an account.

### **How We Use Personal Data**

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

1. Statistics.



The data we collect when the user performs certain functions may be used for the following purposes:

1. To Provide the parking service.

### **Who We Share Personal Data With**

#### **Employees**

We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

#### **Third Parties**

We may share user data with the following third parties:

1. Waterford City & County Council .

We may share the following user data with third parties:

1. Anonymised service usage data.

We may share user data with third parties for the following purposes:

1. Provide the service.

Third parties will not be able to access user data beyond what is reasonably necessary to achieve the given purpose.

#### **Other Disclosures**

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it;
2. If it is required for any legal proceeding;
3. To prove or protect our legal rights; and
4. To buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

### **How Long We Store Personal Data**

User data will be stored for one year after account closure.

You will be notified if your data is kept for longer than this period.

### **How We Protect Your Personal Data**

We work hard to ensure data is encrypted when in transit and storage, and access to this data will be strictly limited to a minimum number of individuals. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy. Once we have received your information, we will use strict procedures and security features to prevent unauthorised access. Encryption is used, both in transit and storage and Access controls within the organisation limit who may access information.

### **Your Rights as a User**

Under the GDPR, you have the following rights:

1. Right to be informed;
2. Right of access;
3. Right to rectification;
4. Right to erasure;
5. Right to restrict processing;
6. Right to data portability; and
7. Right to object.

### **Children**

We do not knowingly collect or use personal data from children under 16 years of age. If we learn that we have collected personal data from a child under 16 years of age, the personal data will be deleted as soon as possible. If a child under 16 years of age has provided us with personal data their parent or guardian may contact our data protection officer.

### **How to Access, Modify, Delete, or Challenge the Data Collected**

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, or if you would like to exercise any of your other rights under the GDPR, please contact our data protection officer



here:

Data Protection Officer  
dpo@parkmagic.net

### **Cookie Policy**

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on our Site:

1. **Functional cookies**

Functional cookies are used to remember the selections you make on our Site so that your selections are saved for your next visits; and

2. **Analytical cookies**

Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc.

### **Modifications**

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

### **Complaints**

If you have any complaints about how we process your personal data, please contact us through the contact methods listed in the *Contact Information* section so that we can, where possible, resolve the issue. If you feel we have not addressed your concern in a satisfactory manner you may contact a supervisory authority. You also have the right to directly make a complaint to a supervisory authority. You can lodge a complaint with a supervisory authority by contacting the Data Protection Commission.



**Contact Information**

If you have any questions, concerns or complaints, you can contact our data protection officer, Data Protection Officer, at:

[dpo@parkmagic.net](mailto:dpo@parkmagic.net)