

Privacy Statement

MyTownDigitalMarketing.com

(A Woosh Marketing Initiative and Brand of Woosh Marketing)

Introduction

At MyTownDigitalMarketing.com, we value your privacy and are committed to protecting your personal data. This Privacy Statement explains how we collect, use, and safeguard your information when you interact with our website or services. It complies with the General Data Protection Regulation (GDPR).

1. Information We Collect

We may collect and process the following data:

- **Contact Details:** Your name, email address, phone number, and other information provided via contact forms or service requests.
 - **Service Information:** Data related to your Tidy Towns community, such as website content or social media details.
 - **Website Usage Data:** Information gathered through cookies and similar technologies, including IP addresses, browser type, and usage patterns.
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2. How We Use Your Information

We process your data for the following purposes:

- To deliver our services, including website creation and social media solutions.
 - To communicate updates, promotions, or respond to inquiries.
 - To analyse website usage for performance improvements.
 - To comply with legal obligations.
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3. Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Consent:** For optional services like marketing communications.

- **Contractual Necessity:** To provide the services you request.
 - **Legitimate Interests:** To improve our website, analyse trends, and offer tailored experiences.
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4. Sharing Your Information

Your data is not sold or shared except:

- **With Service Providers:** Trusted third-party partners who assist in delivering our services, such as website hosting or analytics providers.
- **To Comply with Legal Obligations:** If required by law or valid public authority requests.

All third parties adhere to strict confidentiality and data protection obligations.

5. Data Security

We implement robust technical and organisational measures to safeguard your personal data. While no online system is completely secure, we strive to protect your information from unauthorised access, alteration, or loss.

6. International Data Transfers

If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or adequacy decisions, to protect your information.

7. Your Rights Under GDPR

You have the right to:

- **Access Your Data:** Request details about the personal data we hold.
- **Rectify Your Data:** Correct inaccuracies or update incomplete information.
- **Delete Your Data:** Request deletion of personal data where legally permissible.
- **Object to Processing:** Restrict or withdraw consent for certain uses.
- **Data Portability:** Receive your data in a structured, machine-readable format.

To exercise your rights, please contact us at **info@woosh.ie**. You also have the right to lodge a complaint with a supervisory authority. For Ireland, contact the **Data Protection Commission** (www.dataprotection.ie).

8. Cookies

Our website uses cookies to enhance your browsing experience. You can accept or reject non-essential cookies via the cookie consent banner or manage settings in your browser. For more details, see our Cookie Policy.

9. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Statement or to comply with legal obligations.

10. Changes to This Privacy Statement

We may update this Privacy Statement from time to time. Any changes will be posted on this page, and where appropriate, notified via email or website announcements.

11. Contact Us

If you have questions or concerns about this Privacy Statement or your personal data, please contact us:

MyTownDigitalMarketing.com

(A Woosh Marketing Initiative and Brand of Woosh Marketing)

Email: info@woosh.ie

Phone: 087 1959710

Address: www.woosh.ie

Effective Date: December 2024.