

# eir Privacy

## **Learn all you need to know about how we collect, use and protect your personal data.**

At eir, we take the protection of your data seriously. We want you to feel confident that we are keeping your data secure, and that we handle and process it in accordance with all applicable data protection and privacy laws including the Irish Data Protection Acts 1988 to 2018 and the General Data Protection Regulation (Regulation (EU) 2016/679). In this privacy data protection policy ("Privacy Policy") we explain what personal data we collect, how we collect it, what we use your data for and how we safeguard it. While we may make changes to this Privacy Policy from time to time, we will publish any updated version of this Privacy Policy on our website, and we will take steps to inform you in advance of any material change that may affect the services that you have subscribed to.

## **My Data**

### **What data do you collect?**

We want to give our customers the best possible experience. To do so, we need to collect personal data from you for certain processes such as providing a service and when you enquire about our services.

The data we collect may include:

- Personal information such as name, address, date of birth and other contact details identification numbers and types. This data is used to provision your Myeir service in order for you to manage your account with eir
- Credit or debit card information
- When you contact us through webchat (transcripts) or any feedback you've given us through our website or apps including customer support. This may be used for training and operational compliance.
- Location data to establish a connection between the eir network and your device. Without this location data, you would not be able to send or receive calls or texts or use data.
- If you use Myeir, for example, you will need to share certain personal information with us, such as your name, phone number and email address, and to create a unique password for your account.
- When you visit our websites or use our apps we collect device information such as the IP address of your device, your device model and its settings and network information.
- Cookies on the eir website that help us provide you with a tailored experience. Please refer to the cookies section within this Privacy Policy for more information on what cookies we use and how we use them.
- When you provide us with information about you or your household in relation to how you use eir's content/ services in competitions, market research or consumer forums.
- Your marketing preferences that you provide when you sign up for our services.
- The type of service you have including your contract type and all information to do with your payments.
- Data about your communications such as the date and time of calls/texts you have made and the numbers you have dialled or received. Also included is the duration of the calls and your approximate location (the nearest cell tower) when you make the call/texts.

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- Internet Data; Date, time and length of your internet browsing, and your approximate location at the time you are browsing. eir does not retain records of your web browsing. We do not keep records of what content you look at online. The data is collected in order to bill you appropriately, issue service notifications if you are out of data. The only exception to this is when we are required to do so by law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities by way of legislation or under court order. This data is retained in a secure database and only kept for and accessed for this purpose.
- Data that we receive from Third Parties where you have given them permission to share your data with us.

## How do you use the data you collect?

Primarily we use the data we collect to ensure we are providing you with highly relevant content and services that meet your specific needs and to deliver more efficient account management.

### Here are some other ways in which we use this data:

- To help us refine our services.
- Information which you submit to us during any sales or registration process (including ID and Proof of Address documentation) is used for a number of purposes, including opening and managing an account for Services, to deliver products and services ordered by you, for credit checking, fraud prevention, for risk, previous default payments and credit worthiness.

The data is checked against existing data within eir such as previous applications and debt on previously obtained accounts. The data provided is used to ensure that if a customer application is accepted that a suitable credit threshold is applied to the account.

The details provided in the application are clashed against I.D and Proof of Address (POAs) provided to ensure that they match and are accurate.

eir do not share or review data that you have provided against any third party data or external credit database.

- To manage your Myeir
- To make sure we are only sending you communications about services that you've shown an interest in.
- To ensure you enjoy a good end-to-end customer experience with us, from managing orders to sending invoices and answering your queries.
- To keep you updated on any changes to your services and to advise you on how you can get the best out of our services.
- To enhance our customer support by analysing your interactions with us.
- We will process your data to help us present appropriate offers to you in the form of relevant personalised communications based on your interests and characteristics in line with your expressed marketing permissions.
- If you opt for your number to be added to the National Directory or to remove it if you choose to opt out of this in the future.
- To ensure our service and network is secure and to detect or prevent fraud or crime.
- So that we can investigate, prevent or take action regarding illegal activities and violations of our Terms of Service and/or applicable law.

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- To meet our legal and regulatory obligations.
- To carry out a credit check so that we can assess your application for a contract for our services
- The credit check will be reviewed on an on-going basis in order for eir to assess your credit worthiness and eligibility for additional services that you may add to your account.
- In many cases we aggregate and/or anonymise your personal information so that it no longer identifies you. We use this data so that we can better understand our customers and how they use our services so that we can improve our services to provide a better customer experience or to create new services.

## **How long do you keep my personal data?**

This depends on the type of data and how we use it. When we make a decision on what data to keep we consider the information we need to best provide you with our services, to help us manage your relationship with us, and to make sure we can meet certain statutory obligations.

## **Ways we collect data**

We typically ask you for personal details when you sign up for our services online, register for any of our apps, or visit our websites.

## **How do you secure my data?**

At eir, securing your personal data is extremely important to us, which is why we take appropriate measures to protect your data. We use a range of security technologies and processes and actively monitor emerging cyber threats on a 24x 7 basis.

## **Controlling my data**

### **How can I take control of my personal data?**

You have control over your personal data. If you don't want us to send you relevant offers or marketing information you can opt out at any time.

Here are the quick and simple ways you can opt out:

- Via Myeir: on your mobile, computer, or tablet. Find the opt-out button by clicking on the 'contact preferences' section.
- Live chat with our eir team on [eir.ie/chat](https://eir.ie/chat)
- You can also opt out using the link or text option at the end of any marketing email or text communication you receive from us.

### **What communications will we always send you?**

We make it easy for you to opt-out of marketing information and offers. However, we want to make sure you are kept up to date on all information relevant to your account. That's why you cannot opt out of receiving messages related to billing, usage or general service messages such as network updates or enhancements that are applicable to your service directly.

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## How can I access my data?

If you want to get a copy of your personal data we hold, simply print out the form below and send it to us by post to:

Data Protection Office, eir

2022 Bianconi Ave, Citywest Business Campus, Dublin, D24 HX03

Or email the completed form to [dataaccessrequest@eir.ie](mailto:dataaccessrequest@eir.ie)

[Click to download the Eir Data Access Request form](#)

## Any other questions?

Live chat with our eir team on [eir.ie/chat](https://eir.ie/chat)

If you would like to discuss your other data protection rights please contact the eir Data Protection Office in writing at: at:

Data Protection Office,

Eir,

2022 Bianconi Ave,

Citywest Business Campus,

Dublin, D24 HX03;

or by email to: [dpo@eir.ie](mailto:dpo@eir.ie)

## What about third parties?

### Who do you share my data with and why?

There are a number of reasons why we would share your data with third parties. Your data will only ever be shared with third parties that we trust explicitly.

Here is a list of instances in which we share your data, and the third parties to whom we share it with.

- Organisations who work on eir's behalf to provide you with services, for example, billing.
- If you have opted in for marketing or have requested to be marketed by third parties under our service.
- If we feel your personal safety is at risk.
- If we are required by any relevant public authority or law enforcement agency.
- If there is a change of ultimate ownership of eir. In this case we would require the new owners to keep your data confidential.

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- If we suspect that you have given us false information and we have reasonable grounds to do a further investigation.
- Where a third party is processing your data on behalf of eir and is required to disclose it by law.
- Where a customer has made a complaint and we need to investigate it.
- We may pass on your data to third parties (including, without limitation, debt collection agencies or other debt-recovery organisations) if you fail to meet your contractual obligations.
- Broadcasters RTE and TG4 and certain other suppliers of TV and on-demand content are entitled to data that enables them to determine viewership figures. You can be confident that this data has been anonymised and cannot be linked back to you.
- The tracking of downloads by device type and operating system are known by the relevant app store. However, this information does not link back directly to the eir customer.
- We may need to transfer your data outside the EEA when we require a third party to work on behalf of eir to provide you with a service or if you use our services and products while visiting countries outside of the EEA. If eir sends your data to a country that is not in the EEA, we will make sure that your data is properly protected in compliance with all applicable data protection and privacy laws. We will always ensure that there is a proper legal agreement that covers the data transfer. In addition, if the country is not considered to have laws that are equivalent to EU data protection standards then we will enter into a legal agreement with the third party that reflects those standards.
- If you are on the National Directory Database (NDD) and would like to be removed from it for the purpose of opting out of receiving direct marketing calls, just let us know and we will do this for you. Telemarketers are obliged to consult this directory before making calls.

## What are cookies?

### What are cookies and how do you use them?

Cookies are small files that are stored on your computer when you visit our websites. The cookies hold basic information that shows us if you have visited our site previously and which pages you visited. This data helps us to provide you with a more personalized service, so for example, the next time you visit our site we can present you with service information that you've shown an interest in.

### How do you collect data from cookies?

We collect data in a way which does not identify you. We will not associate any data gathered from our website with any personally identifying information from any other source.

[This PDF](#) (*Our cookies*) gives you a breakdown of what cookies are used on each of our sites.

Please note: We are very clear about collecting personally identifiable data on our website. We will always ask you if we need this information and what we need it for.

### Can I enable or disable cookies?

Today most web browsers allow you some control over whether you allow cookies to be collected. You can also easily delete or clear cookies on your browser at any time.

This is a handy guide [www.aboutcookies.org](http://www.aboutcookies.org) about cookies, which shows you how to see what cookies have been set on your  
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browser and how you can manage them.

## Contact Us

Get in touch if you have any questions about your data or if you need us to direct you to additional resources for managing cookies or accessing your data.

- Live chat with our eir team on [eir.ie/chat](https://eir.ie/chat)

The eir Data Protection Office monitors our compliance with data protection and privacy laws and will handle data related queries. You can contact the eir DPO in writing at:

Data Protection Office eir

2022 Bianconi Ave, Citywest Business Campus, Dublin, D24HX03;

or

By email: [dpo@eir.ie](mailto:dpo@eir.ie)