



Privacy Policy

Effective Date: January 23rd 2025

At Apleona Ireland we respect your privacy, and we are committed to protecting your personal data. This Privacy Policy explains what data we collect, how we use it, and your rights under Irish and EU data protection laws, including the General Data Protection Regulation (EU) 2016/679 (GDPR) and the Data Protection Act 2018.

What Information We Collect

We may collect two types of personal information when you use our website for the purposes of requesting products, services, offers or news:

a. Information You Provide to Us

- Your name.
- Your email address.
- Your phone number (if applicable).
- Any details or messages you include when completing forms on our website.

b. Information We Collect Automatically

- Your IP address.
 - Details about your browser and device.
 - How you use our website, including which pages you visit and how long you spend on them.
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How We Collect Information

- **Forms:** We collect data when you fill out forms on our website, such as contact or enquiry forms.
 - **Cookies:** We use Google Analytics to automatically collect data about how you use our website. This helps us improve its performance.
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How We Use Your Information

We intend to use personal information collected for the following purposes:

- To confirm identification when you contact us where necessary.
- To respond to your enquiries or messages.
- To provide the services or information you request.
- to improve and monitor our customer service to you.
- for the prevention of crime and fraud.
- To analyse how people use our website and improve it.

Google Analytics collects and processes data on our behalf. You can read more about their data practices in the Google Privacy Policy.

Legal Reasons for Using Your Data

We only process your personal data if we have a valid legal reason. This includes:

- **Your Consent:** When you fill out forms, we use the information you provide based on your consent.
- **Legitimate Interests:** We analyse website usage to improve your experience.
- **Fulfilling a Contract:** When you request services, we process your data to deliver them.

If required by law (e.g., for certain cookies), we'll ask for your consent.

Cookies and tracking software

Like many websites, we use tracking software for a variety of purposes. These technologies collect information about your device hardware and interactions with our site. This information helps us to continuously improve our site's content and functionality by analysing where, on which types of devices and how our site is used, how many visitors we receive, and where they click through to the site from.

Cookies are small files stored on your device. We use them to improve your experience and to analyse website performance through Google Analytics. All software used for these purposes is GDPR compliant.

You can manage or block cookies in your browser settings.

Who We Share Your Data With

We do not sell or share your data for marketing. However, we may share it with:

- **Google Analytics:** To track and analyse website usage.
- **Service Providers:** To help maintain and run our website, if needed.

Google Analytics may transfer your data to servers outside the European Economic Area (EEA), including in the United States. Any such transfer will be made in accordance with Chapter V of the GDPR. Where the recipient is rectified under the EU-U.S. Data Privacy Framework, transfers may rely on the European Commission's adequacy decision; otherwise, appropriate safeguards such as the European Commission's Standard Contractual Clauses will be used where required.

You can learn more about Google Analytics by clicking [here](#).

How Long We Keep Your Data

We keep information collected through forms for as long as necessary to respond to your enquiry, provide services, or meet legal obligations and we operate on a data minimisation basis.

Analytics data is kept for 14 months and is automatically deleted afterwards.

Your Rights

You have rights under Irish and EU data protection laws, including:

- **Informing:** you have the right to be informed about the collection of data.
- **Access:** You can request a copy of the data we hold about you.
- **Correction:** You can ask us to fix any incorrect or incomplete data.
- **Deletion:** You can ask us to delete your data in certain situations.
- **Restriction:** You can ask us to limit how we process your data.
- **Objection:** You can object to how we use your data.
- **Data Portability:** You can request a copy of your data in a format you can transfer.

To exercise these rights, contact us at icomms.hsg@apleona.com.

How We Protect Your Data

We use security measures to protect your personal data, such as:

- Encryption where necessary.

- Limiting access to authorised personnel only.

Please note that we do not control the content or links that appear on any third-party sites that our website links to and we are not responsible for the practices employed by websites linked to or from our site.

These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our site, is subject to that website's own terms and policies and is entirely at your own risk.

Data Controller and Data Protection Contact

If you're unhappy with how we've handled your data, you can contact us directly, or you can lodge a complaint with Ireland's Data Protection Commission (DPC):

- **Website:** <https://www.dataprotection.ie>
- **Phone:** (01) 765 0100 or 1800 437 737

Data Controller and Data Protection Contact

- The data controller responsible for this website is:

Apleona Ireland Limited

Landscape House, Landscape Road

Churchtown, Dublin 14

D14 A6P3, Ireland

- Our data protection contact for the company is:

Data Protection Team

Email: icomms.hsg@apleona.com

Landscape House, Landscape Road

Churchtown, Dublin 14

D14 A6P3, Ireland

This contact point is provided for privacy and data protection enquiries and does not represent that Apleona Ireland Limited is required to appoint a statutory data protection officer under the GDPR.

Changes to This Policy

We may update this policy from time to time to reflect changes in our practices or the law. Updates will be posted here, with the date at the top updated accordingly.

Contact Us

If you have any questions about this policy or how we handle your data, please email us at:

icomms.hsg@apleona.com