

Introduction -

This privacy note is to show you how we may collect and use your data through the use of our site (or service providers we use).

If you have a complaint about how we collect/use your data we would appreciate if you could contact us so we can quickly resolve the matter, you also have the right to complain to the Data Protection Commission (DPC), the Irish supervisory authority for data protection issues (<https://www.dataprotection.ie/>).

What Data We Collect -

We may process the following personal data about you:

Usage Data may include information about how you use our website & services.
Profile Data may include your location, your interests, preferences, feedback and survey responses.

Identity Data may include your first name, maiden name, last name, username, marital status, title, date of birth and gender.

Contact Data may include your billing address, email address and telephone numbers.

Transaction Data may include details about payments between us and other details of purchases made by you.

Financial Data may include your bank account and payment card details.

Technical Data may include your internet protocol addresses, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site.

Marketing and Communications Data may be used to record your preferences in receiving marketing from us or third parties and also your communications preferences.

We may process Aggregated Data from your personal data, for example: We review our data to find out the number of website visitors using a specific feature or taking a specific action on our site, this data does not reveal your identity therefore is not personal data, if we were to link Aggregated Data with your personal data so that you are identified from it, it would then be treated as personal data.

We do not collect Sensitive Data (political opinions, sexual orientation, ethnicity, religious beliefs etc.)

How We Collect Personal Data -

We collect data about you through the following methods:

Direct interactions - You may provide data by filling in forms on our site, by communicating with us by email, telephone or by taking actions on our site

(ordering our services, subscribing to our newsletter, requesting resources or providing feedback).

Automated technologies - Our site contains cookies which may automatically collect Technical Data about your usage patterns, browsing actions and device, we may also use server logs and other similar technologies. If you visit other sites that use our cookies we may also collect Technical Data about you, you can view our Cookie Policy below for more information on Cookies.

Third party & publicly available sources - We may receive personal data about you from the following third parties and public sources:

Analytics providers such as Facebook, Google, Clickfunnels and advertising networks such as Facebook Advertising, Google Ads, Youtube ads, Instagram ads - We also use Re-targeting services through these providers. We may also collect Technical Data from search engine providers such as Google.

Contact, Financial and Transaction Data - We may collect data from the providers of technical, payment and delivery services such as Paypal. We may also collect Identity and Contact Data from publicly available sources.

How We Use Your Personal Data -

We will only use your Personal Data when legally permitted, some instances that we use your personal data include: Where we need to perform a contract to commence our work, when we're legally obligated to do so and where it is necessary for our legitimate interests (or our Third-Parties') when your interests and fundamental rights do not override those interests.

Generally, we do not rely on consent as a legal ground for processing your personal data, other than in relation to sending marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by clicking on our Unsubscribe link at the bottom of our email communications or by contacting us directly in our Contact section.

Purposes of Processing Your Data and Which Type Of Data:

We may process your personal data for more than one lawful ground, depending on the specific purpose for which we are using your data.

1) Purpose - To register you as a new customer.

Type of data - Identity, Contact. - Our lawful basis for using this data is to perform a contract with you.

2) Purpose - To manage payments and collect/recover money owed to
<https://www.barrymurphy.ie/>

Type of data - Identity, Contact, Financial, Transaction, Marketing, Communications -
Our lawful basis for using this data is to perform a contract with you/it's necessary for our legitimate interests due to money owed to <https://www.barrymurphy.ie/>.

3) Purpose - To manage our partnership with you which includes notifying you about changes to our privacy policy/terms or requesting you to leave a review/complete a survey.

Type of data - Identity, Contact, Profile, Marketing, Communications - Our lawful basis for using this data is to perform a contract with you or when it's necessary to comply with a legal obligation or when it's necessary for our legitimate interests to keep our records updated and also to study how clients are using our services.

4) Purpose - To allow you to take part in a survey or competition

Type of data - Identity, Contact, Profile, Usage, Marketing, Communications - Our lawful basis for using this data is to perform a contract with you or when it's necessary for our legitimate interests to study how customers use our service, so we can improve and grow our business.

5) Purpose - To administer and protect our business/site (reporting, testing, data analysis, troubleshooting, system maintenance, client support and hosting of data).

Type of data - Identity, Contact, Technical - Our lawful basis for using this data is when it's necessary for our legitimate interests (network security, fraud prevention, running our business, provision of administration and IT services and in the event of a business reorganisation) Or when it's necessary to comply with a legal obligation.

6) Purpose - To use data analytics to make improvements to our website, services, marketing efforts and customer experiences.

Type of data - Technical, Usage - Our lawful basis for using this data is when it's necessary for our legitimate interests to keep our site relevant and up to date, to define types of customers for our services, to develop our business and to improve our marketing strategy.

7) Purpose - To deliver relevant advertisements and content to you and measure the effectiveness of our advertising strategy.

Type of data - Identity, Contact, Profile, Usage, Marketing, Communication, Technical - Our lawful basis for using this data is when it's necessary for our legitimate interests to analyse how clients use our services and to improve on them, to grow our business and to improve our marketing strategy.

8) Purpose - To recommend other goods or services that may be of interest to you.

Type of data - Identity, Contact, Technical, Usage, Profile - Our lawful basis for using this data is when it's necessary for our legitimate interests to improve our services and grow our business

Marketing Communications

You may receive marketing communications from us if you have engaged in one of the following:

If you ticked the box of agreement when entering your details to send you marketing communications.

If you have requested information from us.

If you have purchased/used services from us

Before we share personal data with any third parties (for marketing purposes) we must first get your opt-in consent.

Unsubscribing/ Opt-Out

At any point if you would like us or third parties to stop sending you marketing communications you can click the unsubscribe / opt-out link within each marketing message, alternatively please feel free to contact us directly in our contact section.

In the event that you unsubscribe from our marketing communications this will not apply to personal data collected by us as a result of purchase of our services, service experiences or other transactions.

New Purpose

In the event that we reasonably find that we need to use your data for another reason that is compatible with the original purpose, we may do so. However, in the event that we need to use your personal data for a purpose that's unrelated to the original purpose we will notify you and explain the legal grounds of processing this data.

We may process your personal data without your consent or knowledge where this is required/permitted by law.

Disclosures of Your Personal Data -

We may have to share your personal data with the parties below for the purposes (above). We require all third parties that receive your data to respect the security of your personal data and to only use it in accordance with the law, we only allow the parties below to process your personal data for specified purposes.

Professional advisers such as legal, banking, auditors, accounting services and insurers who provide consultancy and services.

Service providers of IT and system administration services.

Revenue (Ireland), regulators and other authorities based in Ireland, United Kingdom and other relevant jurisdictions in the event that they require reporting of processing activities.

International Transfers -

We may share your personal data with our approved service providers, some of which are outside the European Economic Area (EEA). Countries outside of the EEA have different data protection laws so they do not always offer the same standard of your personal data, because of this, European law has prohibited transfers of personal data out of the EEA unless the transfer meets certain criteria. When we do transfer your personal data outside of the EEA, we do our very best to ensure the same standard of security of data by ensuring that at least one of the safeguards below is implemented.

We only transfer your personal data to countries that have been deemed by the European Commission of providing an adequate standard of security for personal data. Outside of the EEA we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give your personal data the same standard of security it has in Europe. We use US-based providers and we may transfer data to them if they are part of the EU-US Privacy Shield (this requires them to provide a similar standard of security to personal data shared between Europe and the US).

In the event that none of the safeguards listed above is available, we may notify and request your consent to the specific transfer. You have the right to withdraw this consent at any time, just get in touch through our Contact section.

Security of Your Data -

We have appropriate security measures to prevent your data being lost, used or accessed in an unauthorised manner. Only agents, contractors and third parties who have a lawful basis to know such data can access your personal data, they are also subject to confidentiality.

Children Under The Age of 13 -

This website is not intended to be used by children under the age of 13, we do not knowingly collect data from children under the age of 13, if you are under the age of 13, please do not provide any information to us or take any actions on our site that may trigger data collection.

Data Retention -

The time periods for which we retain your data depend on the purpose for which we use it, Barry Murphy Auctioneers will retain your personal data for as long as you are using our services and for as long as

we have lawful business purposes to do so. By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

Third Party Access -

Our website may use third party links, plug-ins and other applications. By clicking on those links you may allow third parties to collect or share data about you, as we do not have any control over these third party websites we cannot be held responsible for their privacy policies.

Cookies Policy -

What are cookies?

Cookies are a piece of information that is installed on your device when you view a website that contains Cookies, they are used to analyse how you use that site and its features so that in the event that you return to that site, you will see tailored options for you based on what you did during your previous visit, Cookies are also used for tailored advertising and marketing purposes. For example: You may be viewing a clothes item on an online store that uses Cookies, as a result you may start seeing ads showcasing that same (or similar) products when you are browsing other sites.

Changing Cookies settings -

You can change what types of Cookies your device accepts, you can block cookies at any time by going into your browser settings and set your browser to refuse the setting of all (or some) cookies. If you are using browser settings to refuse all cookies, you may not be able to access all parts of our website.

How we use Cookies -

We use Cookies to monitor how users are using our site, this helps us improve our experience and deliver tailored services to you more accurately.

What Cookies do we use?

We use both session Cookies and persistent Cookies, explained below.

Session Cookies - These are temporary cookies that are stored on your computer only for the length of your session on your browser, whenever you close your browser, these session Cookies are automatically deleted and do not collect any personal data from you.

Persistent Cookies - These cookies are stored as a text file on your computer and remain even once you have closed your browser. When you return to our website again, you can be shown tailored services/advertisements. We use Persistent Cookies for Google Analytics (this enables us to monitor the numbers of traffic on our website, how

they landed on our website, what they did during their visit on our website). We also use Facebook Pixels (this enables us to deliver tailored advertisements and content to your Facebook account).