



## PRIVACY & COOKIES POLICY

(last revised on 28/11/2024)

### 1. WHO WE ARE

We are Mental Health Ireland, incorporated and registered in Ireland with company number 24379, whose registered office is at 2<sup>nd</sup> Floor, Marina House, 11/14 Clarence Street, Dun Laoghaire, Co. Dublin, A96 E289 (hereinafter referred to as **MHI, we, us** or **our**). We are the longest established national mental health charity in Ireland. As an organisation, we promote positive mental health, supporting people with lived experience of mental health challenges through education, empowerment and connecting communities (the **Business**).

This privacy and cookies policy (the **Policy**) applies to the Business and the [www.mentalhealthireland.ie](http://www.mentalhealthireland.ie) website (the **Website**), products and services related thereto (the **Service**). This Policy is designed to protect you, our users, by informing you what Personal Data is collected from all the different interactions you may have with us as a business (including when you visit our stores, social media pages or Website, when you contact us or which we obtain from other sources), how we will use Your Personal Data, with whom we share it, how long we keep it, your rights in respect of Your Personal Data and how to contact us if you have any queries or concerns about our use of Your Personal Data. Your use of the Website is subject to your agreement with this Policy.

In this Policy, the term **Personal Data** means data relating to a living individual who is or can be identified either from the data or from the data in conjunction with other information that is in, or is likely to come into, our possession, and includes Personal Data as described in Data Protection Laws (as defined below). Any Personal Data that we collect from you for the below purposes is referred to in this Policy as **Your Personal Data**.

Please read the following carefully accepting the terms of this Policy indicates that you have reviewed this Policy and have agreed to be bound by it. If you do not agree to these terms, you must leave our Website immediately. If you no longer consent to our processing of Your Personal Data, you may request that we cease such processing by contacting us. See 'How to Contact Us' below.

We will handle Your Personal Data in accordance with Data Protection Laws. **Data Protection Laws** means the Data Protection Acts 1988 to 2018, the General Data Protection Regulation (EU) 2016/679 (**GDPR**), and any other applicable law or regulation relating to the processing of Personal Data and to privacy, including the E-Privacy Directive 2002/58/EC and the European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011, as such legislation shall be supplemented, amended, revised or replaced from time to time and all guidance and codes of practice issued by a relevant supervisory authority, from time to time and which are applicable to us.

We are a controller (as defined in Data Protection Laws) in relation to any Personal Data which we collect from you through your or any other user's use of the Service and the set-up of Your Account. This Policy sets out the basis on which any such Personal Data will be processed by us. You may be a data subject (as defined in Data Protection Laws) or you may be a controller. When you are a controller in respect of the Personal Data of other data subjects, then you must comply with all of your controller obligations under

Data Protection Laws. When you are a controller, we and you act as independent controllers, unless agreed otherwise.

**2. INFORMATION WE GATHER FROM YOU**

We fully respect your right to privacy in relation to your interactions with the Service and endeavour to be transparent in our dealings with you as to what Personal Data we will collect and how we will use Your Personal Data. We only collect and use Personal Data where we are legally entitled to do so. Information in relation to Personal Data collected by Irish entities is available on [www.dataprotection.ie](http://www.dataprotection.ie), the website of the Irish Data Protection Commission (**DPC**).

We may collect Personal Data from you in the course of your use of the Service. This may be through email, use of the Website or online forms. The information that we process includes the following:

<b>Basic Information</b>	such as your first and last name (including prefix or title);
<b>Contact Information</b>	such as your billing, home and/or business postal address, email address and phone number(s);
<b>Profile Information</b>	including your username and password, orders made by you, your organisation, and feedback and survey responses;
<b>Financial Information</b>	Details of your orders and purchases, frequency of your use of vouchers, shopping codes and gift cards and financial information including your VAT number, bank account or card details and bank account details for payment processing purposes.
<b>Newsletter Information</b>	which is information provided by you when you opt-in to receive our newsletter;
<b>Technical Information</b>	such as information from your visits to our Website (including internet protocol (IP) address and login data, browser or client application information, language preference, operating system and application version, device type and ID, and device model and manufacturer, and other technology on the devices you use to access the Website) or in relation to materials and communications we send to you electronically;
<b>Marketing Information</b>	Your marketing preferences, opinions and other information you provide when responding to surveys and reviews and/or entering competitions that we may run; and
<b>Any Other Information</b>	relating to you which you may provide to us in the course of the provision of the Service or otherwise.

We endeavour to keep Your Personal Data accurate and up to date. As such, you must tell us about any changes to such information that you are aware of as soon as possible.

If you are aged under [18], please ask for your parent or guardian’s permission before you provide Your Personal Data to us/use the Website/Service.

**3. WHY WE COLLECT/HAVE ACCESS TO YOUR INFORMATION**

We may collect information from you as necessary in the course of providing our Service. We may collect Your Personal Data while monitoring our technology tools and services, including our website and email communications sent to and from us. We gather information about you when you provide it to us or interact with us directly.

We have set out below, in a table format, a description of all the ways we plan to use Your Personal Data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are, where appropriate.

Note that we may process Your Personal Data for more than one legal basis, depending on the specific purpose(s) for which we are using Your Personal Data. Please contact us if you need details about the specific legal basis, we are relying on to process Your Personal Data where more than one ground has been set out in the table below. See ‘How to Contact Us’ below.

We do not generally process special category data such as health data. Where we intend to process any such data, we will ensure that we have a legal basis for processing, that a data protection impact assessment is carried out, where required and that additional safeguards are put in place to protect the data where required.

Purpose	Categories of data	Legal basis for processing and, where necessary, the basis of legitimate interest
To respond to an enquiry from you/provide customer support.	basic information, and contact information.	Necessary to take steps at your request prior to entering into a contract with you.
To process and deliver your order.	basic information, payment information, contact information, and profile information.	Performance of a contract with you.
To make suggestions and recommendations to you about goods or services that may be of interest to you/personalise the products and services we offer you, to promote our business, brands and products and measure the reach and effectiveness of our campaigns and	basic information, contact information, profile information, and newsletter information.	Necessary for our legitimate interests (to develop our products/services and grow our business)  OR  Consent

<p>undertake market analysis and research including running competitions and promotions and distributing prizes.</p>		
<p>To administer and protect our business and improve our Website and Services (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) and for network and information security in order to take steps to protect Your Personal Data against loss or damage, theft or unauthorised access.</p>	<p>basic information, contact information, profile information, newsletter information, and technical information</p>	<p>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p>
<p>To provide and improve our Website including auditing and monitoring its use, providing and improving our Service to you and managing and administering our relationship with you.</p>	<p>basic information, contact information, marketing information, and technical information</p>	<p>Necessary for our legitimate interests to provide and improve our Website including auditing and monitoring its use; providing and improving our Service to you; or managing and administering our relationship with you;  Necessary to fulfil our legal, regulatory and risk management obligations.</p>
<p>To comply with our legal obligations (e.g. to keep a record relating the exercise of any of your rights relating to our processing of Your Personal Data, to take any actions in relation to health and safety incidents required by law; to handle and resolve any complaints</p>	<p>basic information, contact information, marketing information, and technical information</p>	<p>Compliance with a legal obligation.</p>

we receive relating to the Services and products we provide) and for the prevention of fraud and other criminal activities.		
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**4. COOKIES POLICY**

A cookie is a small text file that is placed on your device by a web server, which we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a better experience when you browse our Website and also allows us to improve the Website. Cookies also help us to improve our Service and to deliver many of the functions that make your browser experience more user-friendly.

We use the following types of cookies:

<b>Strictly necessary cookies</b>	These cookies are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website, use a shopping cart or make use of e-billing services
<b>Analytical or performance cookies</b>	These cookies allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily and to see how effective and relevant advertising on our Website is.
<b>Functional cookies</b>	These cookies are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or location) and remember if we have already asked you for feedback or to complete a survey.
<b>Targeting cookies</b>	These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website and the advertising displayed on them more relevant to your interests. We may also share this information with third parties for this purpose.

## First Party Cookies

You can find a list of first party cookies we use and the purposes for which we use them in the table below.

Cookie	Purpose	Duration
<b>_EC_TEST__</b>	Used to remember if the user is accessing the website on a computer or mobile device.	During Session
<b>pum-17671</b>	Used to track volunteer text popup display or not	30 days
<b>CookieConsent</b>	Stores the user's cookie consent state for the current domain	1 year
<b>PHPSESSID</b>	Preserves user session state across page requests.	3 months
<b>wordpress_logged_in_#</b>	This cookie is necessary for the login function on the website.	During Session
<b>wordpress_sec_#</b>	This cookie is necessary for the login function on the website.	During Session
<b>wordpress_test_cookie</b>	Used to check if the user's browser supports cookies.	During Session
<b>wpEmojiSettingsSupports</b>	This cookie is part of a bundle of cookies which serve the purpose of content delivery and presentation. The cookies keep the correct state of font, blog/picture sliders, color themes and other website settings	During Session
<b>wp-settings-0</b>	This cookie determines whether the browser accepts cookies.	During Session
<b>wordpress_4e90af7ae914a32c0c60614611e46fdf</b>	Unclassified - Webserver	During Session
<b>wordpressuser_4e90af7ae914a32c0c60614611e46fdf</b>	Unclassified - Webserver	During Session
<b>wordpress_logged_in_#</b>	This cookie is necessary for the login function on the website.	During Session
<b>wordpress_sec_#</b>	This cookie is necessary for the login function on the website.	During Session
<b>wordpress_test_cookie</b>	Used to check if the user's browser supports cookies.	During Session
<b>wp-settings-0</b>	This cookie determines whether the browser accepts cookies.	During Session
<b>wp-postpass_#</b>	Used by the content management system WordPress to remember the visitor's password, so that the visitor is	During Session

	automatically logged in on subsequent visits to the website.	
<b>wordpress_4e90af7ae914a32c0c60614611e46fdf</b>	Unclassified	During Session
<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
<b>wp-postpass_#</b>	Used by the content management system WordPress to remember the visitor's password, so that the visitor is automatically logged in on subsequent visits to the website.	During Session
<b>wp-settings-time-0</b>	Holds the users timezone.	During Session
<b>wp-postpass_#</b>	Used by the content management system WordPress to remember the visitor's password, so that the visitor is automatically logged in on subsequent visits to the website.	During Session
<b>_hjSession_#</b>	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 day
<b>_hjSessionUser_#</b>	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 year
<b>_hjTLDTTest</b>	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	During Session
<b>tk_rl</b>	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	During Session
<b>tk_ro</b>	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	During Session
<b>_fbp</b>	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
<b>_ga</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
<b>_ga_#</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
<b>_gat</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	1 day

<b>_gid</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	1 day
<b>sbjs_current</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
<b>sbjs_current_add</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>sbjs_first</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>sbjs_first_add</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>sbjs_migrations</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>sbjs_session</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	1 day
<b>sbjs_udata</b>	Collects data on user behaviour and interaction in order to optimize the website and make advertisement on the website more relevant.	During Session
<b>tk_lr</b>	Collects data on visitors' preferences and behaviour on the website - This information is used make content and advertisement more relevant to the specific visitor.	1 year
<b>tk_or</b>	Collects data on visitors' preferences and behaviour on the website - This information is used make content and advertisement more relevant to the specific visitor.	5 years
<b>tk_r3d</b>	Collects data on visitors' preferences and behaviour on the website - This information is used make content and advertisement more relevant to the specific visitor.	3 days
<b>tk_tc</b>	Collects data on visitors' preferences and behaviour on the website - This	During Session

	information is used make content and advertisement more relevant to the specific visitor.	
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### Third Party Cookies

Please note that a number of third parties may also use cookies. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies help us to improve our Service and to deliver many of the functions that make your browser experience more user-friendly.

You can find a list of third-party cookies we use and the purposes for which we use them in the table below.

Provider	Cookie	Purpose	Duration
imgsct.cookiebot.com	<b>1.gif</b>	Used to count the number of sessions to the website, necessary for optimizing CMP product delivery.	During Session
Paypalobjects.com	<b>__paypal_storage__</b>	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	Persistent
gstatic.com	<b>_grecaptcha</b>	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent
google.com	<b>_GRECAPTCHA</b>	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	180 days
actions.idonate.ie	<b>AWSALB</b>	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	7 days

actions.idonate.ie	<b>AWSALBCORS</b>	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	7 days
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
stats.paypal.com	<b>c</b>	Used in order to detect spam and improve the website's security.	20 years
d33i2vgywgme2s.cloudfront.net	<b>FlippingBook.FBO. Infrastructure.RandomSeed</b>	Used to implement the website's e-book reader.	Persistent
paypal.com	<b>l7_az</b>	This cookie is necessary for the PayPal login-function on the website.	1 day
youtube.com	<b>VISITOR_INFO1_LIVE</b>	tries to estimate the users' bandwidth on pages with integrated YouTube videos.	180 days
widget.sndcdn.com	<b>WIDGET::local::assignments</b>	Used by audio-platform SoundCloud to implement, measure and improve their embedded content/service on the website - The collection of data also includes visitors' interaction with embedded content/service. This can be used for statistics or marketing purposes.	Persistent
youtube.com	<b>YSC</b>	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	During Session
youtube.com	<b>yt.innertube::nextId</b>	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent
youtube.com	<b>yt.innertube::requests</b>	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent

youtube.com	<b>ytidb::LAST_RESULT_ENTRY_KEY</b>	Used to track user's interaction with embedded content.	Persistent
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
youtube.com	<b>YtidbMeta#databases</b>	Used to track user's interaction with embedded content.	Persistent
youtube.com	<b>yt-remote-cast-available</b>	Stores the user's video player preferences using embedded YouTube video	During Session
youtube.com	<b>yt-remote-cast-installed</b>	Stores the user's video player preferences using embedded YouTube video	During Session
youtube.com	<b>yt-remote-connected-devices</b>	Stores the user's video player preferences using embedded YouTube video	Persistent
youtube.com	<b>yt-remote-device-id</b>	Stores the user's video player preferences using embedded YouTube video	Persistent
youtube.com	<b>yt-remote-fast-check-period</b>	Stores the user's video player preferences using embedded YouTube video	During Session
youtube.com	<b>yt-remote-session-app</b>	Stores the user's video player preferences using embedded YouTube video	During Session
youtube.com	<b>yt-remote-session-name</b>	Stores the user's video player preferences using embedded YouTube video	During Session
youtube.com	<b>ServiceWorkerLogs Database#SWHealthLog</b>	Necessary for the implementation and functionality of YouTube video-content on the website.	Persistent
spotify.com	<b>sp_landing</b>	Used to implement audio-content from Spotify on the website. Can also be used to register user interaction and preferences in context with audio-content - This can serve statistics and marketing purposes.	1 day
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>

spotify.com	sp_t	Used to implement audio-content from Spotify on the website. Can also be used to register user interaction and preferences in context with audio-content - This can serve statistics and marketing purposes.	1 year
youtube.com	TESTCOOKIESENABLED	Used to track user's interaction with embedded content.	1 day
google-analytics.com	collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	During Session
youtube.com	iU5q-!O9@\$	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	During Session
youtube.com	LAST_RESULT_ENTRY_KEY	Used to track user's interaction with embedded content.	During Session
connect.facebook.net	lastExternalReferrer	Detects how the user reached the website by registering their last URL-address.	Persistent
connect.facebook.net	lastExternalReferrerTime	Detects how the user reached the website by registering their last URL-address.	Persistent
youtube.com	LogsDatabaseV2:V#    LogsRequestsStore	Used to track user's interaction with embedded content.	Persistent
youtube.com	nextId	Used to track user's interaction with embedded content.	During Session
google.com	NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	6 months
google.com	pagead/1p-conversion/#/	Unclassified	During Session
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>

youtube.com	<b>remote_sid</b>	Necessary for the implementation and functionality of YouTube video-content on the website.	During Session
youtube.com	<b>requests</b>	Used to track user's interaction with embedded content.	During Session
interactive-img.com	<b>_gcl_au</b>	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
online.flippingbook.com	<b>_ga_#</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
auto	<b>_gat</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	1 day
online.flippingbook.com	<b>_ga</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
interactive-img.com	<b>_ga_#</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
interactive-img.com	<b>_ga</b>	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	2 years
youtube.com	<b>#-#</b>	Used to track user's interaction with embedded content.	During Session
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
youtube.com	<b>__Secure-ROLLOUT_TOKEN</b>	Unclassified	180 days

pixel.wp.com	<b>g.gif</b>	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.	During Session
widget.sndcdn.com	<b>number(#)</b>	Used to track user's interaction with embedded content.	During Session
podbean.com	<b>PBSECURESUSID</b>	Implements audio-files on the website, and determines how many and who have listened to these files.	During Session
twitter.com	<b>personalization_id</b>	This cookie is set by Twitter - The cookie allows the visitor to share content from the website onto their Twitter profile	400 days
d33i2vgywgme2s.cloudfront.net	<b>psid_#</b>	Used to implement the website's e-book reader.	During Session
paypal.com	<b>sc_f</b>	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	400 days
embed-cdn.spotifycdn.com	<b>sentryReplaySession</b>	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	During Session
paypal.com	<b>__atomic-event-state</b>	Unclassified	During Session
maps.googleapis.com	<b>maps/gen_204</b>	Used in context with the website's map integration. The cookie stores user interaction with the map in order to optimize its functionality.	During Session
<b>Provider</b>	<b>Cookie</b>	<b>Purpose</b>	<b>Duration</b>
gstatic.com	<b>rc::a</b>	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent

gstatic.com	<b>rc::b</b>	This cookie is used to distinguish between humans and bots.	During Session
gstatic.com	<b>rc::c</b>	This cookie is used to distinguish between humans and bots.	During Session
gstatic.com	<b>rc::d-15#</b>	This cookie is used to distinguish between humans and bots.	Persistent
gstatic.com	<b>rc::f</b>	This cookie is used to distinguish between humans and bots.	Persistent
soundcloud.com	<b>sc_anonymous_id</b>	Used in context with the 3D-view-function on the website.	10 years
pixel.wp.com	<b>t.gif</b>	Ensures that product pictures are presented correctly on website.	During Session
paypal.com	<b>ts_c</b>	Used in context with the PayPal payment-function on the website. The cookie is necessary for making a safe transaction through PayPal.	1 year
paypal.com	<b>[SessionID#27]</b>	This cookie is provided by Paypal. The cookie is used in context with transactions on the website - The cookie is necessary for secure transactions.	400 days

The 'Help' menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can also disable or delete similar data used by browser add-ons, such as flash cookies, by changing the add-ons settings or visiting the website of its manufacturer.

Further information about browser privacy settings, and cookies and how to disable them can be found at [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.ico.org.uk/your-data-matters/online/cookies](http://www.ico.org.uk/your-data-matters/online/cookies). You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to fully experience the interactive features of our Service/Website or other related websites which you visit/use.

## 5. YOUR RIGHTS

As a data subject, you have the following rights under Data Protection Laws and we, as controller in respect of Your Personal Data, will comply with such rights in respect of Your Personal Data. These rights are explained in more detail below, but if you have any comments, concerns or complaints about our use of Your Personal Data, please contact us (see ‘How to Contact Us’ below). We will respond to any rights that you exercise within one month of receiving your request, unless the request is particularly complex, in which case we will respond within three months (we will inform you within the first month if it will take longer than one month for us to respond).

Right	Further Information
<p><b>Right of Access (Article 15 GDPR)</b></p>	<p>You have the right to request a copy of Your Personal Data. Requests for Your Personal Data must be made to us (see ‘How to Contact Us’ below) specifying what Personal Data you need access to, and a copy of such request may be kept by us for our legitimate purposes in managing the Service. To help us find the information easily, please give us as much information as possible about the type of information you would like to see. If, to comply with your request, we would have to disclose information relating to or identifying another person, we may need to obtain the consent of that person, if possible. If we cannot obtain consent, we may need to withhold that information or edit the data to remove the identity of that person, if possible.</p> <p>We are also entitled to refuse a data access request from you where (i) such request is manifestly unfounded or excessive, in particular because of its repetitive character (in this case, if we decide to provide you with the Personal Data requested, we may charge you a reasonable fee to account for administrative costs of doing so); or (ii) we are entitled to do so pursuant to Data Protection Laws.</p> <p>For security reasons, we will take reasonable steps to confirm your identity before providing you with any Personal Data we may hold about you.</p>
<p><b>Right of Rectification (Article 16 GDPR)</b></p>	<p>You have the right to request that we amend any inaccurate or incomplete Personal Data that we have about you. If you would like to do this, please (i) email or write to us (see ‘How to Contact Us’ below); (ii) let us have enough information to identify you (e.g. name, registration details); and (iii) let us know the information that is incorrect and what it should be replaced with.</p> <p>If we are required to update Your Personal Data, we will inform recipients to whom that Personal Data have been disclosed (if any), unless this proves impossible or has a disproportionate effort.</p> <p>It is your responsibility that all of the Personal Data provided to us is accurate and complete. If any information you have given to us changes, please let us know as soon as possible (see ‘How to Contact Us’ below).</p>

<b>Right to Object (Article 21 GDPR)</b>	You have the right to ask us to stop using your Personal Data, and we will comply unless there is a legal basis for us to continue using it, which we will explain to you.
<b>Right to Erasure (Article 17 GDPR)</b>	<p>You can ask us to erase Your Personal Data (i) where we do not need Your Personal Data in order to process it for the purposes set out in this Policy; (ii) if you had given us consent to process Your Personal Data, you withdraw that consent and we cannot otherwise legally process Your Personal Data; (iii) you object to our processing and we do not have any legal basis for continuing to process Your Personal Data; (iv) Your Personal Data has been processed unlawfully or have not been erased when it should have been; or (v) the Personal Data have to be erased to comply with law.</p> <p>We may continue to process Your Personal Data in certain circumstances in accordance with Data Protection Laws. Where you have requested the erasure of Your Personal Data, we will inform recipients to whom that Personal Data has been disclosed, unless this proves impossible or involves disproportionate effort. We will also inform you about those recipients if you request it.</p>
<b>Right to Restriction of Processing (Article 18 GDPR)</b>	<p>You may request that we stop processing Your Personal Data temporarily if (i) you do not think that Your Personal Data is accurate (but we may start processing again once we have checked and confirmed that it is accurate); (ii) the processing is unlawful but you do not want us to erase Your Personal Data; (iii) we no longer need the Personal Data for our processing; or (iv) you have objected to processing because you believe that your interests should override the basis upon which we process Your Personal Data.</p> <p>If you exercise your right to restrict us from processing Your Personal Data, we will continue to process the Personal Data if: (i) you consent to such processing; (ii) the processing is necessary for the exercise or defence of legal claims; (iii) the processing is necessary for the protection of the rights of other individuals or legal persons; or (iv) the processing is necessary for public interest reasons.</p>
<b>Right to Data Portability (Article 20 GDPR)</b>	You may ask for an electronic copy of Your Personal Data that you have provided to us and which we hold electronically, or for us to provide this directly to another party. This right only applies to Personal Data that you have provided to us – it does not extend to data generated by us. In addition, the right to data portability also only applies where (i) the processing is based on your consent or for the performance of a contract; and (ii) the processing is carried out by automated means.
<b>Right to be Informed</b>	You have the right to clear, transparent and easily understandable information about your rights and about how we use Your Personal Data. We use this Policy to inform you of your rights.
<b>Right to Withdraw Consent</b>	Where processing is based on your consent, you have the right to withdraw your consent at any time with future effect by contacting us. However, if you do withdraw your consent we may not be able to continue to provide the service we offer to you.

<p><b>Right to ask us to stop contacting you with direct marketing</b></p>	<p>If we have requested your consent and you give your consent, we may use Your Personal Data to contact you by email, online or by post to notify you of special offers, promotions, competitions or new products and services that we think you would be interested in via e-mail, telephone, SMS, post or from specially selected third parties.</p> <p>We try to adapt any marketing material that we send to you for example by notifying you of special offers or promotions that will be of relevance to you, apply to your interests and in your location (we do this by monitoring your browsing and online shopping habits and providing information on products you have viewed and related products) with your consent.</p> <p>If you do not wish to receive communications from us, please inform us by using the unsubscribe link inside the email, by sending an email to <a href="mailto:info@mentalhealthireland.ie">info@mentalhealthireland.ie</a>.</p> <p>If you opt-out of receiving marketing communications from us, we keep your email address on our suppression list indefinitely to ensure that we comply with your wishes. We will provide you with information on action taken on a request to stop direct marketing - this may be in the form of a response email confirming that you have 'unsubscribed'.</p>
<p><b>Right to Complain to the DPC</b></p>	<p>If you do not think that we have processed Your Personal Data in accordance with this Policy, please contact us in the first instance (see 'How to Contact Us' below). If you are not satisfied, you can complain to the DPC or exercise any of your other rights pursuant to Data Protection Laws. Information about how to do this is available on the DPC website at <a href="https://www.dataprotection.ie">https://www.dataprotection.ie</a>.</p>

**6. WHO WE SHARE YOUR INFORMATION WITH**

If our business is acquired or merged with another entity, your Personal Data may be transferred to the new owners/acquirer in connection with that transaction and/or so that we may continue to provide the Services to you. If we become involved in a merger, acquisition, or any form of sale of some of all of our assets, your Personal Data will not be transferred to any third party unless there are adequate safeguards in place with the recipient in respect of the security of your Personal Data.

We restrict access to Your Personal Data to employees, contractors, and agents who need such access in order to operate, develop, or improve our Service. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination, civil litigation and/or criminal prosecution, if they fail to meet these obligations. We may on exception also share Your Personal Data with our third-party suppliers who assist us in the provision of the Service (subject to having appropriate contracts in place with such third parties).

Your Personal Data may be disclosed to a third party if we are required to do so because of an applicable law, court order or governmental regulation, or if such disclosure is otherwise necessary in support of any criminal or other legal investigation or proceeding in Ireland or abroad.

**7. NON-EEA PERSONAL DATA TRANSFERS**

We do not transfer your personal information outside of the European Economic Area (**EEA**) and all information you provide to us is stored on our secure servers, which are located within the EEA. If we do so in the future, we will amend this Policy and notify you of the changes. We will take all steps reasonably necessary to ensure that Your Personal Data is treated securely and to an acceptable EU standard. The safeguards in place with regard to the transfer of Your Personal Data to third countries shall include (but shall not be limited to) reliance by us on a decision of the European Commission confirming an adequate level of data protection in the respective third country, the entry by us into appropriate contracts with third parties incorporating standard contractual clauses approved by the European Commission where required or reliance other appropriate safeguards and the carrying out of risk assessments and adoption of supplementary and/or mitigating measures to ensure compliance with Data Protection Laws.

#### **8. THIRD PARTY WEBSITES**

This Policy applies to websites and services that are owned and operated by us. We do not exercise control over the sites that may be linked from the Service. You may see 'social buttons' during your use of the Website, including but not limited to Twitter, Facebook, LinkedIn and Instagram which enable you to share or bookmark certain web pages. These websites and social platforms have their own cookies and privacy practices, which are controlled by them. These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you. You acknowledge that the Service may enable or assist you to access the website content of, correspond with, and purchase goods and services from, third parties via third-party websites and that you do so solely at your own risk.

We make no representation or commitment and shall have no liability or obligation whatsoever in relation to the content or use of, or correspondence with, any such third-party website, or any transactions completed, and any contract entered into by you, with any such third party and the use by any such third-party of Your Personal Data. We do not endorse or approve any third-party website nor the content of any of the third-party website made available via the Service. We encourage you to carefully familiarize yourself with the terms of use and privacy policies applicable to any websites and/or services operated by third parties. Please be aware that we are not responsible for the privacy practices of any third parties.

#### **9. HOW WE PROTECT YOUR PERSONAL DATA**

We do our utmost to protect user privacy through the appropriate use of security technology. We implement appropriate technical and organisational measures to ensure a level of security appropriate to the risks that are presented by the processing of Your Personal Data. In particular, we consider the risks presented by accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to Your Personal Data transmitted, stored or otherwise processed.

We use Internet standard encryption technology ("SSL" or "Secure Socket Layer" technology) to encode personal data that you send to us when placing an order through the Website. To check that you are in a secure area of the Website before sending personal information to us, please look at the bottom right of your website browser and check that it displays an image of a closed padlock or an unbroken key.

We restrict access to Your Personal Data to employees, contractors and agents who need to know Your Personal Data in order to operate, develop or improve the Services. We ensure that we have appropriate physical and technological security measures to protect your information, and we ensure that when we outsource any processes that the service provider has appropriate security measures in place. However, our Website may contain hyperlinks to websites owned and operated by third parties. These third-party websites have their own privacy policies, including cookies. We do not accept any responsibility or liability for the privacy practices of such third-party websites and your use of such websites is at your own risk.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect Your Personal Data, we cannot guarantee the security of any data transmitted to us

and any such transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. To the extent permitted by law, we are not responsible for any delays, delivery failures, or any other loss or damage resulting from (i) the transfer of data over communications networks and facilities, including the internet, or (ii) any delay or delivery failure on the part of any other service provider not contracted by us, and you acknowledge that our Service may be subject to limitations, delays and other problems inherent in the use of such communications facilities. You will appreciate that we cannot guarantee the absolute prevention of cyber-attacks such as hacking, spyware and viruses. Accordingly, you will not hold us liable for any unauthorized disclosure, loss or destruction of Your Personal Data arising from such risks.

All information you provide to us is stored on our (or contracted third party) secure servers. Where we have given you (or where you have chosen) a password which enables you to access any part of our Service, you are responsible for keeping this password confidential. We ask you not to share a password with any person not authorised to use the Service.

#### 10. **PERSONAL DATA BREACH REPORTING**

We will notify serious Personal Data Breaches in respect of Your Personal Data to the DPC without undue delay, and where feasible, not later than 72 hours after having become aware of same. If notification is not made after 72 hours, we will record a reasoned justification for the delay. However, it is not necessary to notify the DPC where the Personal Data Breach is unlikely to result in a risk to the rights and freedoms of natural persons. A **Personal Data Breach** in this context means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, Personal Data transmitted, stored or otherwise processed.

We will keep a record of any Personal Data Breaches, including their effects and the remedial action taken, and will notify you of any Personal Data Breach affecting Your Personal Data (which poses a high risk to you) when we are required to do so under Data Protection Laws. We are not required to notify you of a Personal Data Breach where (i) we have implemented appropriate technical and organisational measures that render Your Personal Data unintelligible to anyone not authorised to access it, such as encryption; (ii) we have taken subsequent measures which ensure that the high risk to data subjects is not likely to materialise; or (iii) it would involve disproportionate effort, in which case we may make a public communication instead.

#### 11. **RETENTION OF PERSONAL DATA**

Your Personal Data will be kept and stored for such periods of time as we deem necessary taking into account the purpose for which it was collected in the first instance in line with our data retention policy.

We are obliged to retain certain information to ensure accuracy, to help maintain quality of service and for legal, regulatory, fraud prevention and legitimate business purposes. Where we retain information for our Service improvement and development, we take steps to eliminate information that directly identifies you, and we only use the information to uncover collective insights about the use of our Service, not to specifically analyse personal characteristics about you.

If Personal Data is disclosed to us by you in connection with a general enquiry through our Website, for example where you enter your details into a Website form or you send us an email, that Personal Data will be retained for a period that matches the purpose only, usually 1-2 years.

Other information will be retained for no longer than is necessary for the purpose for which it was obtained by us or as required or permitted for legal, regulatory, fraud prevention and legitimate business purposes. In general, we (or our service providers on our behalf) will hold this information for a period of seven years, unless we are obliged to hold it for a longer period under law or applicable regulations.

We will not hold your personal information in an identifiable format for any longer than is necessary for the purposes for which we collected it. For certain purposes we retain your personal information indefinitely (e.g. to suppress marketing messages).

#### **12. AMENDMENTS TO POLICY**

We may change or update our Policy from time to time and at our sole discretion. The date of the most recent revisions will appear on the top of this Policy. If you do not agree to these changes, please do not continue to use the Service, Website. If material changes are made to the Policy, we will notify you by placing a prominent notice on our Website or by sending you a notification in relation to this.

#### **13. UNSUBSCRIBING**

Our information emails and e-newsletter communications have an automatic “unsubscribe” link that you can select to ensure no further emails are sent to you. If you have any difficulty unsubscribing, please contact us by emailing [info@mentalhealthireland.ie](mailto:info@mentalhealthireland.ie), or by phone by calling 01 284 1166.

If you object to our use of your personal data for marketing purposes, we will opt you out of marketing. You can do this by emailing [info@mentalhealthireland.ie](mailto:info@mentalhealthireland.ie) to amend your preferences or you can call us at 01 284 1166.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

#### **14. HOW TO CONTACT US**

You can contact us with your queries in relation to this policy or for any other reason by post, email or by phone to the below details:

Data Protection Officer  
2<sup>nd</sup> Floor, Marina House,  
11-13 Clarence Street,  
Dun Laoghaire,  
Co Dublin  
A96 E289

[www.mentalhealthireland.ie](http://www.mentalhealthireland.ie)  
[info@mentalhealthireland.ie](mailto:info@mentalhealthireland.ie)