

# Dmac Media

## Privacy Policy

We, Dmac Media LTD ("Dmac Media"), are committed to protecting any data that we collect concerning you. By using our services you agree to the use of the data that we collect in accordance with this Privacy Policy. The purpose of this Privacy Policy is to enable you to understand what personal information of yours is collected, how and when we might use or share your information, and how you can correct any inaccuracies in the information. This Privacy Policy also explains our online information practices and the choices you can make about the way your information is collected and used.

Dmac Media are committed to complying with the European General Data Protection Regulation (GDPR) and are always working to manage your data in the safest possible fashion.

## Who We Are

Dmac Media provides web design & consultancy along with cloud-based solutions, including web hosting, domain name registration and related products and services, to businesses, individuals, non-profit organizations and others. Dmac Media is able to provide a variety and range of products and services to help customers with their technological needs.

## Information collected & its uses

We collect the following types of information from you to provide you with the products and services you purchased and for the purposes described below. We may collect any or all of the information via both automated means such as communications profiles or cookies.

### Personal Information

The personal information we collect is as follows:

1. Contact Name(s)
2. Email Addresses
3. Phone Numbers
4. Business Addresses

The information we collect is used for billing and to provide service and support to our customers. We may also study this information periodically to determine our customers' needs or to develop new products.

**From the end of April 2018 Dmac Media will only use your personal information for marketing purposes (email newsletters & online promotions) where specific consent for this purpose has been given.**

We will also generate non-identifying and aggregate profiles from information that our customers provide during registration (such as the total number of customers in a given category). This aggregated and non-identifying information may be used to promote advertisements that appear on our website, PPC channels and in connection with our services.

We take reasonable precautions to prevent unauthorised access to your information. Accordingly, we will require our customers to confirm at least three pieces of personal information should they wish to obtain information about account details.

### Service Information

This information is kept indefinitely to enable us to track the evolution of developments & services provided.

1. Dates of service provided
2. Type of service provided
3. Domain name ownership

### Financial Information

The financial information we collect will only be used to bill you for the products and services you purchase. If you purchase by credit card, this information may be forwarded to our credit card processor (Stripe Payments, PayPal). Information passed to our payment processor will be passed via a secure connection (SSL). No credit card information will be held by Dmac Media Ltd. The financial information Dmac Media will retain is as follows:

1. Payment history
2. Manner of payment
3. Amount of payments
4. Date of payments
5. Bank details (for Direct Debit Purposes)

### Cookies and Tracking

Your Internet browser has the in-built facility for storing small text files - "cookies" - that hold information which allow a website to recognize your account. We use cookies to save your preferences and login information, and to provide personalized functionality. Specifically, we use different types of cookies for different purposes: (i) "required cookies" are necessary for our website to work properly, (ii) "performance cookies" allow us to analyse how Visitors use our website so we can measure and improve the performance of our website and (iii) "functional cookies" allow us to remember choices you may have made on our website. We may also use a third party service provider to send emails that you have agreed to receive. Pixel tags and cookies may be used in those email messages to help us measure the effectiveness of our advertising and to enable us to provide more focused marketing communications to you. You can reject cookies by changing your browser settings, but be aware that this will disable some of the functionality on the Dmac Media websites and services.

### Customer Surveys

We may periodically conduct customer surveys. Participation in our customer surveys is voluntary. However, we encourage our Users to participate in these surveys because they provide us with important

information that helps us improve the types of services we offer and how we provide them to you. Your personal information, if provided, will remain confidential, even if the survey is conducted by a third party service provider on our behalf.

## Social Media

Our website includes social media features (such as the Facebook "Like" button). These features may collect your IP address and which page you are visiting on our website, and may set a cookie to enable the feature to function properly. Social media features and widgets may be hosted by a third party or directly on our website. Your interactions with these features are governed by the privacy policy of the company providing the feature.

## Data and Information Submitted to Third Parties on Our Network

This Privacy Policy does not apply to data or personal information that may be submitted to, or collected by, third-party websites hosted by Dmac Media or to domain names registered by Dmac Media. Such websites and domain names are not owned or controlled by Dmac Media. You should independently evaluate the privacy policies of such third-party websites before submitting data or personal information to them.

## Log Files

We use IP addresses to analyse trends, administer our site and servers, track access, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. However, it is possible that personal information about a customer may be included in the log files due to the normal functions of IP addresses and Web browsing.

## Disclosing Information

### Partners and Sponsors

Some of our products or services are offered or promoted to our customers in conjunction with a partner or sponsor. We may share your information with these parties to offer the product or service or to facilitate your use of additional amenities included with your hosting account. For example, one of our partners may provide services to you based on links that you access from your control panel.

We may also disclose aggregate, anonymous data based on information collected from users to potential partners, reputable third parties and other companies or brands. We will only share your information with third parties that agree to maintain your information in confidence and to use it solely for purposes of providing the product or service as agreed to by Dmac Media.

### Service Providers

We may transfer (or otherwise make available) your personal information to third parties that help us provide our services or provide services on our behalf. For example, we may use service providers to authorize and process payments, administer surveys, or run promotions. Your personal information may be maintained and processed by our third party service providers in Ireland or in other jurisdictions. Our

service providers are given the information they need to perform their designated functions, and we do not authorize them to use or disclose personal information for their own marketing or other purposes.

### Customer Surveys

We may share customer information obtained from customer surveys within Dmac Media and with trusted third parties to develop or provide products and services that we believe would be of interest to our customers.

### Domain Registration

In certain jurisdictions or pursuant to the rules of the Internet Corporation for Assigned Names and Numbers ("ICANN") or certain registries, the contact information you provide to register a domain name ("Domain Name Registration Information") has to be made available and accessible to the public through a "WHOIS" search. The WHOIS database is a publicly accessible database that lists the Domain Name Registration Information for a particular domain name, the name server(s) to which the domain name points, and the domain name's creation and expiration date. The Domain Name Registration Information you provide is hosted by us or a third party service provider and is made available to the public through WHOIS searches. At times, customers may receive solicitations that result from searches of the publicly available WHOIS database by other companies or individuals. Any such solicitations or SPAM do not come from Dmac Media and we do not control the use of WHOIS information by third parties. Further, pursuant to ICANN rules, Dmac Media is required to make WHOIS data available to any third party that enters into a bulk access agreement. While ICANN allows individuals to opt-out (using the account management panel, domain management console or similar service) of having their WHOIS information made available to third parties through bulk access, companies, such as ours, businesses, and other organizations do not have the ability to opt-out of having their information made available to a third party that enters a bulk access agreement. We may also deposit your Domain Name Registration Information with a third-party escrow provider to comply with ICANN requirements.

### Law Enforcement and Special Cases

We cooperate with government and law enforcement officials to enforce and comply with the law. We will disclose any information about users upon a valid request by government or law officials as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including without limitation subpoenas), to protect your property and rights, or the property and rights of a third party, to protect the safety of the public or any person, or to stop activity that we consider illegal or unethical.

## Your Options

### Correcting/Updating Personal Information

If a customer's information changes, or if a customer no longer desires our services, we will endeavour to provide a way to correct, update or remove that customer's personal data in our records. In most cases, this can be achieved via contacting our accounts department emailing us at [accounts@dmacmedia.ie](mailto:accounts@dmacmedia.ie).

## Opt Out

By default, customers will receive invoices, any system updates, these contacts are essential to the operation of our services and as such are mandatory.

If a customer has given specific consent for marketing they will receive Dmac Media Marketing Emails. Customers can opt out of these newsletters and mailings at any time by using the unsubscribe link in any promotional email or as otherwise provided in the communication.

## Public Forums

Please remember that any information you may disclose or post on public areas of our websites or the Internet, becomes public information. You should exercise caution when deciding to disclose personal information in these public areas. To request removal of your personal information from our community forums or testimonials, contact us at [support@dmacmedia.ie](mailto:support@dmacmedia.ie). In some cases, we may not be able to remove your personal information, in which case we will let you know why we are unable to do so.

## Data Security

Dmac Media uses technical security measures to prevent the loss, misuse, alternation or unauthorized disclosure of information under our control. Dmac Media uses security measures including and not limited to: physical, electronic and managerial procedures to safeguard and secure the information we collect online. All sensitive information is collected on a secure server. When we ask customers or users to provide financial information (such as a credit card number) that data is protected using Secure Sockets Layer ("SSL") technology.

## Children

This website is not directed towards children and we do not seek to collect any personal information from children. If we become aware that personal information from a child under the age of 13 has been collected, we will use all reasonable efforts to delete such information from our database.

## Changes to this Policy

We reserve the right to revise, amend, or modify this Privacy Policy at any time and in any manner. However, if we plan to materially change how we plan to use previously collected personal information, we will provide you with advance notice prior to the change becoming effective and an opportunity to opt-out of such differing uses.

## Website Access for Support

When delivering a website, Dmac Media will provide you with admin access details to amend and administer your website. These details include your email address and a temporary password. This password is stored by us to help facilitate the setup and training of your website. We urge all customers to change this password to something secure and private once training is complete.

From time to time, for support purposes, we may require access to your website administration area to help us assist with an issue you are having, or to carry out maintenance or upgrade work which has been requested. In the course of this work it may be necessary for Dmac Media support staff to access areas

of your website which contain contact details and/or order history for your customers. No information stored on your website will be transferred/copied to any other system without you requesting to do so in writing and the information contained on your site will be treated in the utmost confidence

Dmac Media staff will not access the administration section of your website without a request to do so in writing via our support ticketing system – [support@dmacmedia.ie](mailto:support@dmacmedia.ie)

## Contacting Us

### Concerns

Dmac Media encourages individuals covered by this Privacy Policy to raise any concerns about our processing of personal information by contacting Dmac Media at the address below.

Unit 12C  
Cleveragh Business Centre  
Sligo  
Ireland

Dmac Media will seek to resolve any concerns raised by our customers in a timely fashion.

### Questions

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please email us at [support@dmacmedia.ie](mailto:support@dmacmedia.ie).