



FocalMedia

**WEBSITE
PRIVACY
POLICY**



WEBSITE PRIVACY POLICY

Focal Media Limited (Focal Media)

Focal Media - take your privacy seriously. Please read the following to learn more about how we **collect, store, use and disclose** information about you when you interact or use our website or any related events, trade shows, sales or marketing, and/or if you use any of our products or services (including any trial) (collectively the "Services") in any manner.

Who are we?

Focal Media - is an Irish Company specialising in the supply, installation and management of Digital Signage and Customer Analytic Solutions.

Information on how to contact Focal Media

Email: info@focalmedia.com or Telephone: +353 (1) 293 4040

What does this Privacy Statement cover?

This Privacy Statement covers our treatment of information that we gather when you are accessing or using our Website or Services or when you contact us in any manner. We gather various types of information, including information that identifies you as an individual ("Personal Information") from our users, as explained in more detail below.

What information does Focal Media collect?

Information you provide to us:

When you use our Website: We may collect any Personal Information that you choose to send to us or provide to us, for example, in our online forms. If you contact us through the Website, we will keep a record of our correspondence.

When you use our Services: We receive and store information you provide directly to us. For example, when setting up a new service, we collect Personal Information, such as name and e-mail address, in order to initiate the service. The types of information we may collect directly from our customers include: names, email addresses, postal addresses, phone numbers, job titles, transactional information (including Services purchased), as well as any other contact or other information they choose to provide to us or upload to our systems, or our support portal, in connection with the Services.

Information we automatically collect:

When you use our Website: When you visit our Website, we collect certain information related to your device, such as your device's IP address, referring website, what pages your device visited, and the time that your device visited our Website.

When you use the Services: Focal Media do not access any customer system, data, content or personal information in relation to our hosted services unless such access has been clearly authorised by the customer in order to provide support and maintenance services. Audit trail reports will give you full visibility and record of any such access.

Contact details recorded when using our services

We will store contact details provided by you, such as name, email address and phone number of the main points of contact who have registered for the trial or purchase of any service and accepted our Terms and Conditions. We also store contact details for your appointed billing contact who will be sent system-generated communications from our third party invoicing and payment partner, where required be contacted by a member of the Focal Media team.

We keep contact information that is sent to us via our support portal for the purpose of providing support and maintenance operations.

How do we use the information?

Website: We will use the information we collect via our Website:

- To administer our Website, our events, and for internal operations, including troubleshooting, data analysis, testing, statistical and survey purposes;
- To improve our Website to ensure that content is presented in the most effective manner for you and for your computer;
- To analyse customers' use of the Website for trend monitoring, marketing, and advertising purposes;
- For purposes made clear to you at the time you submit your information - for example, to fulfil your request for a demo, to provide you with access to one of our whitepapers or to provide you with information you have requested about our Services; and
- As part of our efforts to keep our Website safe and secure.

Services: We may use the information we collect from our customers in connection with the services we provide for a range of reasons, including:

- To set up a user account;
- To provide, operate and maintain the Services;
- To process and complete transactions, and send related information, including transaction confirmations and invoices;
- To manage our customers' use of the Services, respond to enquiries and comments and provide customer service and support;
- To send customers technical alerts, updates, security notifications, and administrative communications;

- To investigate and prevent fraudulent activities, unauthorised access to the Services, and any illegal activities.

We may also use the information you send to us via our Website and/or Services, to communicate with you via email regarding products, services, offers, promotions, and events we think may be of interest to you in relation to products and services you have purchased from us.

How do we share and disclose information to third parties?

We do not rent or sell your Personal Information to anyone. We may share and disclose information (including Personal Information) about our customers in the following limited circumstances:

Vendors, consultants and other service providers: We may share your information with third party vendors, consultants and other service providers who we employ to perform tasks on our behalf. These companies include our payment processing providers, website analytics companies (e.g., Google Analytics), CRM service providers, and email service provider's. If Focal Media has received your personal information and subsequently transfers that information to a third-party agent or service provider for processing, Focal Media shall remain responsible for ensuring that such third-party agent or service provider processes your Personal Information to the standard required by the current data protection legislation applicable in Ireland.

We reserve the right to access, read, preserve, and disclose any information as necessary to comply with a legitimate law or court order.

Is my personal information secure?

Focal Media maintain current Epos regulations. We use appropriate technical, organisational and administrative security measures to protect any information we hold in our records from loss, misuse, unauthorised access, disclosure, alteration and destruction. Unfortunately, no company or service can guarantee complete security. Unauthorised entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Among other practices, your account is protected by a password for your privacy and security. You must prevent unauthorised access to your account and Personal Information by selecting and protecting your password appropriately, and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

Cookies and other tracking technologies

Our Websites and some of our Services use cookies and other similar tracking technologies to uniquely identify your browser and to gather information about how you interact with our Websites and Services. We use this information for the following purposes:

- Assisting you in navigation;
- Assisting in registration, login, and your ability to provide feedback;
- Analysing your use of our products, services, or applications; and
- Assisting with our promotional and marketing efforts.

Please consult our Cookie Policy for more information about the type of cookies and tracking technologies that we use on this Website and why, and how to accept or reject them. We also utilise Google Analytics, a web analysis service provided by Google, to better understand your use of our Websites and Services. Google Analytics collects information such as how often users visit the Websites, what pages they visit, and what other sites they used prior to visiting. Google uses the data collected to track and examine the use of the Websites, to prepare reports on its activities, and share them with other Google services. Google may use the data collected on the Websites to contextualise and personalise the ads of its own advertising network. Google's ability to use and share information collected by Google Analytics about your visits to the Websites is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Google offers an opt-out mechanism for the web, available [here](#).

What choices do I have?

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our features.

Cookies

You can accept or reject cookies by adjusting your web browser controls. Please consult our Cookie Policy for more information about our use of cookies and how to accept and reject them.

Marketing Communications

To receive our marketing communications, you will need to opt-in via the contact forms on our website and give your explicit consent. We may however send you marketing communications regarding a product or service you have previously signed up to. You can opt-out of receiving promotional or marketing communications from us at any time, by using the unsubscribe link in the email communications we send.

If you have any account for our Services, we will still send you non-promotional communications, like service related emails.

How can I update and access my information (Exercise my Data Subject Rights)?

If you would like to access, review, update, rectify, and delete any Personal Information we hold about you, or exercise any other data subject right available to you under the EU General Data Protection Regulation (GDPR), please email us or write to us details below.

Focal Media Limited, Unit 12, Ballymount, Dublin 24, D24 F2WR

Tel: (01) 293 4040

Email: info@focalmedia.com

Please note that we may still use any aggregated and anonymised Personal Information that does not identify any individual, and may also retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Linked Websites

For your convenience, hyperlinks may be posted on our Websites that link to other websites (the "Linked Sites"). We are not responsible for, and this Privacy Statement does not apply to, the privacy practices of any Linked Sites or of any companies that we do not own or control. Linked Sites may collect information in addition to that which we collect on the Websites. We do not endorse any of these Linked Sites, the services or products described or offered on such Linked Sites, or any of the content contained on the Linked Sites. We encourage you to seek out and read the privacy statements and policies of each Linked Site that you visit to understand how the information that is collected about you is used and protected.