

# Privacy Policy

## Privacy Policy (for Third-Party Data Subjects)

### Preamble

1. JCDecaux Ireland Limited understands the importance of data privacy and is strongly committed to protecting personal data.
2. The purpose of this privacy policy is to inform you about the commitments made and practical measures taken by JCDecaux Ireland Limited to protect your personal data.
3. This privacy policy may be amended to reflect changes in laws, regulations and decisions of the Office of the Data Protection Commissioner.

### Data collected

4. JCDecaux Ireland Limited endeavours to collect and process only strictly necessary data in view of the purpose for which the data are processed.

### Purpose of the data collected

5. JCDecaux Ireland Limited processes data for explicit, legitimate and specified purposes in relation to the operation of the dublinbikes scheme.
6. Your data is processed for the following purposes:
  - managing your registration for membership of dublinbikes;
  - managing your subscription and payments to dublinbikes.
7. These purposes have been communicated to our Data Protection Officer via the relevant processes.

### Information of users

8. In accordance with the Data Protection Act, JCDecaux Ireland Limited informs you about the processing of personal data it carries out.
9. Whenever it collects personal data JCDecaux Ireland Limited will provide you with clear information including:
  - the identity of the controller;
  - the purpose for which your personal data are collected;
  - whether replies to questions are compulsory or optional;
  - the existence of, and conditions to exercise, your rights to inquire about, access, and rectify all of the data relating to you and to object to their processing.

### Data recipients

10. JCDecaux Ireland Limited discloses your personal data only to authorised and specified recipients. JCDecaux Ireland Limited may be required to provide personal data to law enforcement authorities such as An Garda Síochána on request.
11. The recipients of your personal data are the relevant departments within JCDecaux Ireland Limited.
12. Your personal data may also be transferred to JCDecaux Ireland Limited partners, except if you notify your opposition to the address mentioned at point 17.

### Data retention

13. JCDecaux Ireland Limited keeps your data only for the time necessary to carry out the operations for which they were collected and in accordance with the legislation in force.

### **Cookies**

14. JCDecaux Ireland Limited website uses cookies.

15. The use of cookies is governed by the Cookie Policy available at the following address: <http://www.dublinbikes.ie/COOKIES>

### **Security**

16. JCDecaux Ireland Limited secures your personal data by implementing data protection measures strengthened by the use of physical and logical security measures.

### **Your rights**

17. In accordance with Data Protection legislation, you have the right to inquire about, access, and rectify all of the data relating to you. You have the right to object on legitimate grounds to their processing. You can exercise these rights by sending a letter, together with a copy of a signed identity document, to the Data Protection Officer by email to [dataprotection@jcdecaux.ie](mailto:dataprotection@jcdecaux.ie) or by post to the following address: JCDecaux Ireland Limited – 6 Sandyford Park, Burton Hall Road, Leopardstown, Dublin 18.

### **Contact us**

18. For all enquiries regarding the privacy policy of JCDecaux Ireland Limited, please contact [dataprotection@jcdecaux.ie](mailto:dataprotection@jcdecaux.ie)