

# Privacy Policy

Last updated November 22, 2024

## Introduction

Aerlytix respects your privacy and is committed to protecting your data. This privacy policy will inform you as to how we look after your data when you visit our website Aerlytix.com (regardless of where you visit it from), products and services and tell you about your privacy rights and how the law protects you. This privacy policy should be read in conjunction with our [Cookie Policy](#).

We will use your data only for the purposes and in the manner set forth below which describes the steps we take to ensure our processing of your data is in compliance with the General Data Protection Regulation ((EU) 2016/679) (GDPR) and any implementing legislation (Data Protection Laws).

## Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review. The processing activities of Aerlytix can be changed from time to time. We accordingly reserve the right to amend this privacy policy at any time. Where appropriate, we will notify you of those changes through an appropriate channel, depending on how we normally communicate with you. The most up-to-date privacy policy will always be published on our website.

It is important that the data we hold about you is accurate and current. Please keep us informed if your data changes during your relationship with us.

## Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share personal data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

## The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of data about you which we have grouped together as follows:

- Necessary
- Analytics
- Functionality
- Advertisement

More information about these cookie types can be found in our [Cookie Policy](#).

## How is your data collected?

We use different methods to collect data from and about you including through:

- Direct Interactions
- Applying for our services
- Giving us feedback or contacting us
- Automated technologies or interactions

In addition to data collected from our website, we collect information when you use our products and services. This includes:

## Data Collection from Product and Services Usage

In addition to data collected from our website, we collect information when you use our products and services.

This includes:

- User Account Information: When you create an account, we collect personal details such as your name, email address, and billing information. We also collect your account preferences and settings.

- **Application Performance Data:** We collect data on error reports, crash logs, load times, and other performance metrics to ensure our application runs smoothly and efficiently.
- **Communication Data:** Any communications with our customer support, including emails and in-app messages, are recorded.
- **Third-Party Data:** Data from third-party integrations, such as analytics tools, payment processors, and marketing platforms, is collected to enhance our services.

### **How we use your data**

We will only use your personal data when the law allows us to. Most commonly, we will use your data in the following circumstances:

- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

We may be required to share your data with the parties set out below:

- Internal third parties, being other companies in the Aerlytix group
- External third parties being service providers who offer IT and administration services
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services
- The Revenue Commissioners, regulators and other authorities

In each of the above cases, we minimize the data stored in each location based on what is required to effectively support our services to you.

### **Change of purpose**

We will only use your data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please [contact us](#).

### **Data protection**

We limit access to your data to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### **Data retention**

We will only retain your data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

To determine the appropriate retention period for data, we consider the amount, nature and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure of your data, the purposes for which we process your data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see your legal rights below for further information.

In some circumstances we may anonymise your data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

### **Your legal rights**

Under certain circumstances, you have rights under Data Protection Laws in relation to your data. You have the right to:

- Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. This right applies unless we can demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms or where we need to use your information to establish, exercise or defend legal claims.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact [info@aerlytix.com](mailto:info@aerlytix.com).

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact us at: [info@aerlytix.com](mailto:info@aerlytix.com)

First Floor, Communications House, 1A Barrow Street, Dublin D04 E9R0, Ireland.

Thank you for visiting Aerlytix and for your attention to our Privacy Policy.

