

backupmarketing

1 Pottery House, Pottery Road
Dun Laoghaire, A96 WY61

Privacy Policy

Effective Date: 01/01/2017

At Backup Marketing, we value the privacy of our users and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you interact with our website.

1. Information We Collect

We do not collect personal or sensitive data such as names, email addresses, or payment information. However, we do collect the following types of data:

- Location Data
- Browser Information
- IP Address

This information is collected through cookies and similar technologies.

2. How We Collect Data

We use cookies to collect information when you interact with our website. Cookies are small data files stored on your device that help us track your preferences and improve our marketing efforts. For more information on cookies, see Section 7 below.

3. Purpose of Data Collection

We collect data for marketing purposes. The information gathered helps us understand user behaviour and optimise our website's performance.

4. Third-Party Services

We use Google Analytics to analyse traffic and usage patterns on our website. Google Analytics may collect data about your browsing activity on our website through cookies and other tracking technologies.

Please note that third-party service providers like Google Analytics may have their own privacy policies, which we encourage you to review.

5. Data Retention

We retain the collected data until the user account is deleted or is no longer needed for the purposes described above.

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6. Security of Your Data

Our website is hosted on Wix, which provides built-in security measures such as encryption and secure servers. However, no method of online transmission is entirely secure, and we cannot guarantee the absolute security of your data.

7. Cookies and Tracking Technologies

We use cookies for analytics and marketing purposes. Cookies help us analyze web traffic and personalise your browsing experience. You have the option to manage or disable cookies through your browser settings.

To learn more about managing cookies, please visit your browser's help section.

8. User Rights

You have the right to access, correct, or delete any information we collect about you. If you wish to exercise these rights, please contact us via email at hello@backupmarketing.ie.

9. International Data Transfers

We do not transfer your data internationally. All data collected remains within the regions where it was initially gathered.

10. Children's Privacy

We do not knowingly collect information from children under the age of 13. If we become aware that we have inadvertently collected data from children, we will take steps to delete that information promptly.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and we encourage you to review it periodically.

12. Contact Us

If you have any questions about this Privacy Policy or your data, please contact us at hello@backupmarketing.ie.