

## **Website Privacy Statement**

### **Ballycarroll.com Privacy Commitment – General Overview**

Ballycarroll.com is committed to protecting the privacy of your information. We understand that as a customer or visitor using Ballycarroll.com's website, the privacy and the security of your information is very important to you. The purpose of our Privacy Statement is to outline Ballycarroll.com's practices in this area.

We want to provide a safe, secure user experience. We will use all reasonable efforts to ensure that the information you submit to us remains private, and is used only for the purposes as set forth herein. The following reflects our commitment to you.

The contents of this Privacy Statement are subject to change and to being updated without notice from time to time.

### **Information About All Ballycarroll.com Visitors**

In general, we gather information about all of our users collectively, such as what areas users visit most frequently, what services users access, site interaction, software configurations, downloads. We only use such data in the aggregate. This information helps us determine what is most beneficial for our users, and how we can continually create a better overall experience for our users. We may share this information with our partners, but only in the aggregate, so that they too may understand how Ballycarroll.com users, collectively, use our site, so they may create a better overall experience.

### **Ballycarroll.com also uses this information to:**

- Provide you tailored content and instructions, and targeted promotions
- Service your customer support requests
- Ask you to participate in surveys about our products and services
- Offer you product and services upgrades

Better understand, on an anonymous and aggregated basis, how the Service is being used, including Web traffic and reading patterns, so that we may continually improve our products and services.

### **The Information We Collect**

As you browse through our website, our web server collects information about your visit, not about you personally. We gather and monitor statistics such as, for example

- The number of people who visit the website
- The date and time of visits
- The number of pages viewed
- The amount of time spent on the website
- The most popular sections of the website.

This information is anonymous and no attempt is or will be made to identify visitors. So, for example, on a specific day we can identify that our site has forty thousand visitors. However, we know nothing about these visitors in terms of email addresses or any other personal information.

We only ask and will only ask for personal information from which you can be identified where the information is required for particular purposes

All information provided to us by you will be treated with the utmost confidentiality in accordance with all applicable legislative and regulatory standards. If you ever decide that you no longer wish us to keep or use information or you want the information to be revised or updated, please feel free to contact us at [kfinn@ballycarroll.com](mailto:kfinn@ballycarroll.com). We will remove or amend the information as appropriate in accordance with applicable legislative and regulatory requirements.

### **General Information Disclosure**

**Ballycarroll.com** will not otherwise divulge or save as set out herein, customer information to a third party unless we have received authorisation from the customer or we are required to do so by law.

If you do not wish your information to be used by **Ballycarroll.com** to keep you apprised of new and ongoing updates, services, etc. please contact us at [kfinn@ballycarroll.com](mailto:kfinn@ballycarroll.com)

If you do not wish your information to be used by or given to third party, publishers, suppliers and partners then please contact us to [kfinn@ballycarroll.com](mailto:kfinn@ballycarroll.com)

### **Feedback**

**Ballycarroll.com** may have an area on the site where you may submit feedback or comments. Any feedback that is submitted through this area becomes the property of **Ballycarroll.com**. We may use this feedback, such as success stories, for marketing purposes, or to contact you for further feedback on the website.

### **Use of “Cookies”**

**Ballycarroll.com** does use cookies to ensure you have the best quality service and user experience.

(A cookie is a small piece of information that a website stores through your web browser on your PC that it can later retrieve when you log back onto that website. This means that the site will remember your preferences and possibly even your name).

### **Security of Information**

We understand how important the security and confidentiality of your information is to you. Keeping customer information secure is a top priority for **Ballycarroll.com**. Our goal is to protect your information on the Internet in the same way as we would over the phone or in person. Even so, **Ballycarroll.com** cannot guarantee the privacy or confidentiality of information relating to you passing over the Internet. In accessing this website and in availing of any of the services/information available on or via this website, you accept and are deemed to accept that electronic mail messaging and Internet communication may not be free from interference by third parties and may not remain confidential. *The use by you of this website is at your sole risk.*

### **Children**

We do not specifically collect information about children. We believe that children should get their parents' consent before giving out personal information. If you are concerned about your child's use of **Ballycarroll.com**, we encourage you to use Web filtering technology to supervise your child's access to the site.

## Hyperlinks

Some of the pages on this website contain hypertext links to websites not maintained by **Ballycarroll.com**. You are reminded that different terms and conditions of use will apply to you as a user of such websites. In addition such websites may not attain the same privacy standards that **Ballycarroll.com** maintains.

## Changes

If we decide to change our Privacy Statement, we will post those changes here so that you will always know what information we gather, how we might use that information, and whether we will disclose it to anyone. If, at any time, you have questions or concerns about **Ballycarroll.com**'s privacy commitment, please feel free to email us at [kfinn@ballycarroll.com](mailto:kfinn@ballycarroll.com)

## No Liability

No member of **Ballycarroll.com** or any of its agents or employees accepts any liability for any loss or damage of any nature whatsoever, including but not limited to loss of profits, goodwill, or any other type of financial or other pecuniary or direct or special indirect or consequential loss howsoever arising whether in negligence or for breach of contract or other duty, arising out of or in relation to the use and/or dissemination of personal information relating to you where such use and/or dissemination of information is done in accordance with this Privacy Statement and the Terms & Conditions of Use (in the event of conflict, the Terms & Conditions of Use shall prevail).

## Information from Other Sources

We may receive information about you from other sources, add it to our account information and treat it in accordance with this Privacy Statement.

## Third Parties

We may obtain updated contact information from third parties in order to correct our records and fulfill your orders or deliver communications to you in accordance with this Privacy Statement.

## Consent

By using the website and services and or becoming a User and or a Member you hereby consent to the use and disclosure of your details and information in accordance with this Privacy Statement.

## Notification of Changes

From time to time, **Ballycarroll.com** may revise this Privacy Statement to keep it up to date with **Ballycarroll.com**'s activities, products and services.

## How to Contact Us

If you have any questions regarding our Privacy Statement or our use of your information, please email [kfinn@ballycarroll.com](mailto:kfinn@ballycarroll.com)