

# DATA PROTECTION

Your privacy and data protection are very important to us. We want you to feel assured that we keep your data securely and that we handle and process it in accordance with the European General Data Protection Regulation.

This statement releases to Whelan Enterprises (which includes Whelan Foundation aka The Brendan Whelan Foundation, Soldier, Shadowhawk Entertainment, Doe and Deer Leisure, Jayan Management and AJ'S Coffee) privacy practices in connection with our websites [www.whelanenterprises.com](http://www.whelanenterprises.com), [www.anthonywhelan.com](http://www.anthonywhelan.com), [www.caidanwhite.com](http://www.caidanwhite.com), [www.whelanfoundation.com](http://www.whelanfoundation.com), [www.socialofficial.com](http://www.socialofficial.com), [www.shadowhawkgroup.com](http://www.shadowhawkgroup.com), [www.doeanddeerbreaks.com](http://www.doeanddeerbreaks.com), [www.thejayangroup.com](http://www.thejayangroup.com) and [www.ajscoffee.com](http://www.ajscoffee.com). We are not responsible for the content or privacy practices of other websites. Any external links to other websites are clearly identifiable as such.

Whelan Enterprises (which includes Whelan Foundation aka The Brendan Whelan Foundation, Soldier, Shadowhawk Entertainment, Doe and Deer Leisure, Jayan Management and AJ'S Coffee) has a Data Protection Function available to answer any data questions or concerns you may have.

If you want to get a copy of your personal data we hold you may also use the below contact details in order to do so.

You can contact us by e-mailing us at [headoffice@whelanenterprises.com](mailto:headoffice@whelanenterprises.com) or by post at Whelan Enterprises, First Floor (Innovation Hub), Ballymun Civic Centre, Dublin 9.

## DATA PROTECTION COMMISSION:

You have a right to lodge a complaint with the Data Protection Commission regarding our processing of your personal data. We encourage you to discuss any concerns you have about the way we process your personal data before contacting the Data Protection Commission and if after discussing our process with us, you are not satisfied by our efforts and responses to your concerns, you should contact the data protection commission.

Below are the contact details for the Data Protection Commission:

21 Fitzwilliam Square S, Dublin 2, D02 RD28

E-Mail: [info@dataprotection.ie](mailto:info@dataprotection.ie)

Further information in relation to GDPR is available at [www.gdprandyou.ie](http://www.gdprandyou.ie)

# DATA PROTECTION

## FREQUENTLY ASKED QUESTIONS ABOUT GDPR WHAT IS PERSONAL DATA?

Personal data is any information that can identify a living individual person, directly or indirectly. It can be anything from a name, a photo, a registration number, an email address, bank details, posts on social media websites, medical information or a computer IP address.

## WHAT IS SENSITIVE PERSONAL DATA?

Sensitive personal data consists of information on an individual which is of private nature and may lead to discrimination. GDPR provides stringent protections for sensitive data compared to other types of personal data. Sensitive personal data includes health and conviction, genetic and biometric data.

## WHAT IS GDPR AND WHEN DOES IT COME INTO EFFECT?

GDPR stands for General Data Protection Regulation and is the new European Union Regulation that applies across the EU. It comes into effect on the 25th of May 2018 and will bring in significant changes to current data protection laws in the European Union.

## WHO DOES THE GDPR AFFECT?

It applies to all companies processing and controlling the personal data of subjects residing in the European Union, regardless of the company's location.

## WHY IS GDPR IMPORTANT?

GDPR will replace the existing data protection act, as data is now used very differently, for examples the use of the internet and social media has transformed how we interact with data. GDPR seeks to improve trust in this emerging digital age by giving people greater control of rights over their personal data.

## WHAT ARE THE PENALTIES FOR NON-COMPLIANCE?

Companies can be fined up to 4% of their annual global turnover for breaching GDPR or €20,000,000.00 (Twenty Million). This is the maximum fine that can be imposed for the most serious infringements.

# DATA PROTECTION

## WHAT IS THE DIFFERENCE BETWEEN A DATA PROCESSOR AND A DATA CONTROLLER?

A “Data Controller” is the individual or the legal person who controls and is responsible for the keeping and use of personal data on computer or on structure manual files. If you hold or process personal data, but do not exercise responsibility for or control over the personal data then you are a “Data Processor”.

## WHAT IS CONSENT FOR DATA PROCESSING?

While collecting data, the company has to make it clear the purpose it is doing so. Any activities performed with that data has to be described on the terms of the consent, which has to be accepted by the data subject will be the legal basis for any processing. The consent must be explicit for data collected and the purposes data is used for. Consent for children must be given by the child’s parent or custodian, and verifiable.

## WHAT RIGHTS WILL INDIVIDUALS HAVE UNDER GDPR?

The new law will give individuals greater control over their data by setting out additional and more clearly defined rights for individuals whose personal data is collected and processed.

## WHAT IS THE RIGHT TO BE FORGOTTEN?

Simply put, the right to be forgotten means that individuals will have the right to have their personal data erased, if there are no legitimate reason for you to keep it. For instance, if you process data regarding your customers based on their consent, you will have to erase the data if they withdraw such consent.