



## **Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit [www.myancestry.ie](http://www.myancestry.ie) (the “Site”).

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when submit your assessment data through the Site, we collect certain information from you, including your name, address, phone number, email address and your ancestry information. We refer to this information as “Assessment Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Assessment Information.

## **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Assessment Information that we collect to provide a genealogy service to you. You give your consent to us by submitting these details. Additionally, we use this Assessment Information to communicate with you;

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## **SHARING OF PERSONAL INFORMATION**

We do not share your Personal Information with third parties. We use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a request, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you decide to avail of our services). Additionally, please note that your information will not be transferred outside of Europe.

## **DATA RETENTION**

When you pay for our services, we will maintain your Order Information for our records unless and until you ask us to delete this information.

The Site is not intended for individuals under the age of 13.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [info@myancestry.ie](mailto:info@myancestry.ie).