



PRIVACY POLICY

Whyte and Sons Auctioneers Limited trading as Whyte's ("us", "we" or "our"), is committed to protecting and respecting your privacy. This Policy explains how we collect, use, process, and disclose your information, including personal information and how we keep it secure. The Data Controller for the purpose of this Policy is Whyte and Sons Auctioneers Limited.

If you have any questions about our use of your personal data, please contact info@whytes.ie

Collection and use of personal information.

Information we collect directly from you

We collect the following information directly from you when you participate in or attend our auctions, subscribe to our emails about upcoming events, subscribe to our postal mailing list, or otherwise provide information directly to us, such as filling in a form or making an entry in our visitors' book:

Name

Email address

Mailing address

Telephone number

Other information that you voluntarily provide to us when you contact us

Information which we automatically collect

When you visit our websites or view our online content the following information is retained about the visit:

The IP address of the visitor's web server;

The top-level domain name used (for example .ie, .com, .org, .net);

The previous website address from which the visitor reached us, including any search term used;

Location based data;

Google analytics which shows the traffic or visitors around this website such as pages access and documents downloaded

Third Party Data Collection

We allow you to participate in our auctions through other sites such as the-saleroom.com, invaluable.com, auction-mobility.com and others. These other companies may collect data about you and your participation according to their respective privacy policies. Those other companies will transfer data about you to us to fulfil successful bids and we may also use that data in any manner consistent with this Privacy Policy. We recommend that you review the posted privacy policy applicable to any such website.

How we use this information

We may use your information to:

Send you communications which you have requested and that may be of interest to you. These may include information about forthcoming auctions and events.

Notify you of changes to our services or policies;

Respond to your requests for information and other communication or correspondence you may submit to us;

Carry out our obligations arising from any contracts entered into between you and us;

Improve our products and services that we provide to you;

Carry out statistical analysis

Allow you to participate in interactive features of our Site, when you choose to do so;

Investigate any improper use of our products, services or the network; and

Carry out activities necessary to the running of our business,

For any other purpose that we tell you about specifically when you register or provide data about yourself to us.

The legal basis on which we process your personal data are that this is necessary for:
Our legitimate interests in conducting our business in a proper manner
Compliance with a legal or regulatory obligation that applies to us; and
The performance of a contract with you or in order to take steps at your request prior to entering into a contract.

Recipients of Personal Data

We may disclose your personal data to other organisation in connection with the above purposes including:

To third parties who we engage to provide services to us, such as outsourced service providers, IT services providers, professional advisers and auditors.

To competent regulatory authorities and bodies as requested or required by law; and

Digital marketing and analytics service providers.

To An Garda Síochána, The Revenue Commissioners, Customs & Excise or other entities that present valid legal process or, in our discretion, unless otherwise prohibited by law, to protect human safety, our rights or the rights of others.

Retention

We will not hold your personal data for longer than is necessary. We retain your personal data for as long as we need it for the purposes described in this Notice, or to comply with our obligations under applicable law and, if relevant, to deal with any claim or dispute that might arise between you and us. In particular we delete credit card or banking information from our records as soon as it has been used for the purpose of identification or payment. All our data is protected by state of the art security software and firewalls, which is updated regularly.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about our products and services, then you can contact us by email to info@whytes.ie or by post to Whyte's, 38 Molesworth Street, Dublin D02 KF80, Ireland.

We endeavour to keep your data accurate, complete and up to date. If the personal data that we hold is inaccurate, you can let us know and we will make the necessary amendments, erase or block the relevant Data as you request and notify you within one month of your request that relevant action has been taken. All requests should be addressed to info@whytes.ie

You may also request copies of your Data held by us as data controller. We will provide you with a copy of the Data held by us as soon as practicable and in any event not more than one month after the request in writing is received by us. We may also request proof of identification to verify your access request. All access requests should be addressed to info@whytes.ie or by post to Whyte's, 38 Molesworth Street, Dublin D02 KF80, Ireland

Links to other sites and social media

Our website may, from time to time, contain links to and from other websites and web platforms. In addition, third parties' websites may also provide links to our website. If you follow a link to any of those websites or web platforms, please note that those websites and web platforms have their own privacy policies and that we do not accept any responsibility or liability for those policies. Please check those policies before you submit any personal data to those websites. We do not accept, and we specifically disclaim, any responsibility for the privacy statements and information protection practices of any third party website (whether or not such website is linked on or to our website). These links are provided to you for convenience purposes only, and you access them at your own risk. It is your responsibility to check the third party website's privacy statements before you submit any personal data to their websites.

Our Site may also have "plugins" (such as the Facebook "share" or "like" button) to third-party sites or offer login (such as log in with Facebook) through a third-party account. Third-party plugins and login features,

including their loading, operation and use, are governed by the privacy policy and terms of the third party providing them.

Whyte's and our third-party service providers use a variety of technologies to assess how our sites are used, to personalise your experience and to deliver you advertising, including online content, tailored to your interests.

Cookies

A cookie is a small file placed on your device when you visit a site that can be understood by the site that issued the cookie. We use the information collected by cookies to remember who you are to log you in and your preferences, to provide to you advertisements, offers or other content tailored to your interests and to assess how our sites are used. You can accept or decline cookies through your browser settings. To learn more, please look at the cookie settings available in your specific web browser.

Other Technologies

We use other technologies including web beacons and JavaScript that sometimes work together with cookies to uniquely identify your device. These other technologies help enable features on our websites.

Changes to This Privacy Policy

We may occasionally update this policy. We encourage you to periodically review this policy for the latest information on our privacy practices.

Issued by Whyte and Sons Auctioneers Limited, 38 Molesworth Street, Dublin D02 KF80, Ireland, May 2018