

TYPES OF DATA	DATA SUBJECT (WHO)	WHAT WE USE YOUR DATA FOR	LAWFUL BASIS	RETENTION
Your voice recording Voice audio	Anyone that calls our customer service team.	<p>You may contact us because you have a query for example, you have questions about your grant application.</p> <p>Customer Service Telephone Recordings may only be used for the specified purposes, i.e., to monitor the quality of call handling and customer service that they deliver. Staff training, coaching and support. To verify what was said during a phone call if there is a dispute or complaint. To protect staff from abusive behaviour.</p>	Legitimate Interest Article 6(1)(f).	Recordings of calls will be disposed of after 6 months. However, if there is a justified need to retain a specific recording for a longer period, this may be reviewed, and the retention period amended.
Familiarisation Trip First name, surname, e-mail address, accommodation details, flights, dietary requirements, and familiarisation options.	Familiarisation participant.	We must store your details because we have funded your trip to Ireland, and we need proof of where taxpayer's money is being spent.	Legal Obligation Article 6(1)(c).	We will hold your data for 7 years and 6 months.
Business and Market Reports and Registers relating to developing tourism experiences and destinations including, but not limited to, Learning Journey Reports, Tourism Insight Reports and Tourism Experience Development Plans First name, surname, mobile number, email address, imagery (i.e., photographs).	People in tourism businesses and entities.	Reports on site visits/benchmarking trips to attractions at home and abroad.	Legislative Mandate i.e., the National Tourism Development Act, 2003. Legal Obligation Article 6(1)(c). Fáilte Ireland must verify that the event has taken place because public funding was used to host the Learning Journey.	7 years and 6 months.

<p>Your recorded imagery on CCTV Photographs/stills</p>	<p>All visitors to our offices and Tourism Information Centres.</p>	<p>It is installed for the purposes of crime prevention at some of the venues we work in/operate. Where this is used, we will display appropriate notices.</p>	<p>Legitimate Interest Article 6(1)(f).</p>	<p>Recorded images will be stored for a period of 1 month, following which they will be deleted, except in a case where the recording forms part of a report made to the Health and Safety Authority following the occurrence of a reportable accident or dangerous occurrence in the workplace, in which case the recording will be retained for a period of 10 years.</p>
<p>Financial Supports Your name, e-mail address, phone number, physical address, company affiliation, title; Some festival organisers put some employees on temporary payroll and so no tax certificate can be obtained in such circumstance, so these employees need to provide their PPS numbers, and these have to be submitted with the invoices.</p>	<p>Grantees</p>	<p>Records relating to claims for funding from Fáilte Ireland. The Grantee will provide Invoices from third parties as evidence that they have been paid.</p>	<p>Legal Obligation Article 6(1)(c). Purpose of a Contract Article 6(1)(b) As per the Letter of Offer.</p>	<p>10 years (as per State Aid Rules).</p>
<p>Capital Grants Details regarding your entity and business (such as, CRO number, Tax Reference Number) and the Directors' details.</p>	<p>Grantees</p>	<p>Both large and small grants are based on EU permissions because of State Aid rules.</p>	<p>Legal Obligation Article 6(1)(c). To review projects seeking Fáilte Ireland's grant support.</p>	<p>Capital Grant records must be retained for the longer of (a) 10 years from the date of the final payment of a grant (b) The expiry of that project's full operative period (c) 3 years from date of programme closure (where a programme closure date exists).</p>

<p>New Applications and Renewals Certs - (Statutory) Accommodation Providers</p> <p>Signage for approved accommodation providers first name, surname, job title, mobile, e-mail address.</p>	<p>The premises contact person e.g., Business Owner/Financial Contact – sometimes it’s the same person and sometime the contact person is different because they have individual roles.</p>	<p>Awarded the Quality Mark of the National Quality Assurance Framework.</p> <p>Production and distribution of Signage used by approved Accommodation Providers.</p>	<p>Legal Obligation. Article 6(1)(c). Under the Tourism Traffic Acts 1936 - 2016 businesses which use certain prescribed terms to describe themselves must register with Fáilte Ireland. These are known as the Statutory Accommodation sectors.</p>	<p>7 years and 6 months.</p>
<p>Covid-19 Contact Tracing Log</p>	<p>Visitors to our premises.</p>	<p>Fáilte Ireland is acting on the Health Service Executive’s guidance, which permits us to process visitor’s personal data, including health data.</p>	<p>Public Task Article 9(2)(i) and Section 53 of the Data Protection Act 2018.</p>	<p>Your information will be securely retained for 30 days after which it will be deleted/destroyed.</p>
<p>Sending you eZines First Name, surname, e-mail address and country of residence.</p>	<p>Consumers (i.e., members of the public).</p>	<p>To send you Fáilte Ireland’s Discover Ireland Ezines related to holidaying in Ireland.</p> <p>We will share your personal data with Tourism Ireland to ensure that the newsletter you receive is in a language you understand.</p>	<p>Consent Article 6(1)(a).</p>	<p>If you do not continually open/engage with our email for 2 years, we will automatically anonymise your personal data. Fáilte Ireland will retain the following for our own market trend analysis for a further 5 years:</p> <ul style="list-style-type: none"> (a) your anonymous demographic information which is not unique to you i.e., the county that you live in; and (b) your activity will be visible to us in an aggregated/statistical format. Ultimately, this means we will no longer send you ezines unless you decide to re-sign-up to our ezine. <p>If you unsubscribe from our ezine we place your personal data in a holding area for a period of 1 year. During this time, you will not receive this ezine again unless you sign-up again.</p> <p>We retain your data for 1 year because</p>

				we need to be able to prove that we have not sent you any further ezines after you have withdrawn your consent.
Successful Tenders The types of personal data you may be asked to supply can be categorised as follows: name, address, email address, phone number, Eircode/post code, tax reference number/PPNS, tax status, curriculum vitae, financial statement, turnover, etc., references, insurance details, declaration of personal circumstances as per Article 57 of Directive 2014/24/EU, Confirmation of adherence to Statutory Obligations and Manpower levels.	Tender applicants.	To assess the suitability of the tenderer and to enter into a contract.	Legal Obligation. Article 6(1)(c). Comply with anti-money laundering regulations.	7 years and 6 months.
Headshots included in the application for procurement tenders	Employees of the tender applicant.	Fáilte Ireland does not require these photographs. The applicant decides to include them in the application form.	Purpose of a Contract Article 6(1)(b)	End of relationship with the supplier + 7.5 years.
Third parties (tourism businesses) submitting their imagery via Fáilte Ireland Events Portal for Event Organisers	Posed Photographs of Members of the public/without remuneration/ models in third party images.	Third parties send us their imagery to promote their business or location. The imagery is used to promote Ireland as a tourism destination.	Consent Article 6(1)(a).	7 years or until the individual withdraws their consent (whichever occurs first).
Competitions First name, surname, mobile, address, Eircode and photos.	Competition winner.	Imagery Consent Form must be completed for all of the identifiable adults in the photo, and it is the winner's responsibility to source this. A full explanation on how the images will be used will be set out in the Competition Terms and Conditions.	Consent Article 6(1)(a).	7 years or until the individual withdraws their consent (whichever occurs first).
Crowd shots	Members of the Public.	By taking photographs and video footage Fáilte Ireland is able to highlight the work that they do or fund e.g., festivals.	Legitimate Interest Article 6(1)(f).	7 years or until consent is withdraw, whichever occurs first.

<p>Shots of celebrities (VIPs) at events (e.g., golf tournaments)</p>	<p>Celebrities</p>	<p>As set out in Section 8 (1) (a) of the National Tourism Development Authority Act, 2013 is to "encourage, promote and support...the development of tourist traffic within and to the State" and "to encourage, promote and support...the development and marketing of tourist facilities and services in the State." , Section 8 (2)(a)(i) Fáilte Ireland is permitted to engage in advertising and sponsorship and any other form of publicity for the purposes of Section 8 (1)(a).</p>	<p>Legitimate Interest Article 6(1)(f).</p>	<p>7 years</p>
<p>Photographs & digital recordings taken on photo shoots</p>	<p>Paid Professional Models – children under 16 years of age</p>	<p>The child's parent or legal guardian will be asked to sign the Imagery Contract Form before the photograph or digital recording is taken.</p>	<p>Purpose of a Contract Article 6(1)(b)</p>	<p>5 years</p>
<p>Photographs and video footage</p>	<p>People operating in the tourism industry.</p>	<p>Taking photographs at a trade member's premises to highlight their achievements. The tourism industry's business owners and their employees benefit because they are able to highlight the publicly funded business services, they received which was fully or partially provided via/by Fáilte Ireland in its remit to grow Ireland's tourism economy. These services include training of business employees and management, professional business advise, mentoring and supports, upskilling certificates and grant funding.</p>	<p>Legitimate Interest Article 6(1)(f).</p>	<p>We will hold your data for 5 years and you can withdraw your consent at any time.</p>
<p>Photocalls Photographs, audio and digital recordings</p>	<p>Government Ministers and other Public Figures (e.g., dignitaries).</p>	<p>The legitimate interests of Fáilte Ireland and/or the relevant public figure are to demonstrate to the public the work that Fáilte Ireland carries out in conjunction with the Government to promote tourism in Ireland.</p> <p>The legitimate interests of the public to be informed of the work that Fáilte Ireland carries out using public funds.</p>	<p>Legitimate Interest Article 6(1)(f).</p>	<p>We will hold your data for 5 years and you can withdraw your consent at any time.</p>
<p>Purchasing imagery (e.g., National Geographic, local photographers, etc.,)</p>	<p>Posed Photographs of Members of the public/without remuneration/ models in third party images.</p>	<p>These are purchased on the vendors terms and conditions. The imagery is used to promote Ireland as a tourism destination.</p>	<p>Consent Article 6(1)(a).</p>	<p>7 years or until the individual withdraws their consent (whichever occurs first).</p>
<p>Photographs & digital recordings</p>	<p>Paid Professional Models – over the age of 16.</p>	<p>Photoshoots that Fáilte Ireland arranges, and each Model signs an individual Imagery Contract Form. The imagery is used to promote Ireland as a tourism destination.</p>	<p>Purpose of a Contract Article 6(1)(b)</p>	<p>7 years</p>

Purchasing imagery (e.g., from National Geographic, local photographers, etc.)	Paid Professional Models.	These are purchased on the vendors terms and conditions. The imagery is used to promote Ireland as a tourism destination.	Purpose of a Contract Article 6(1)(b)	7 years								
Photographs & digital recordings	Members of the public and children.	<p>We collect and process photographic images where relevant to the public services we provide in our role as the National Tourism Authority, for example, to demonstrate and evidence the events that Fáilte Ireland runs and supports and largely involving members of the public.</p> <p>Here are some of the places that your picture and/or video might be used:</p> <table border="1" data-bbox="555 689 1007 1104"> <tr> <td data-bbox="555 689 667 801">Social and Digital Media</td> <td data-bbox="667 689 1007 801">Twitter, Facebook, YouTube, Instagram, LinkedIn, our websites and any other accounts.</td> </tr> <tr> <td data-bbox="555 801 667 896">Media</td> <td data-bbox="667 801 1007 896">National, regional and local media (TV broadcast, online, print)</td> </tr> <tr> <td data-bbox="555 896 667 981">Publications</td> <td data-bbox="667 896 1007 981">Annual reports, employee magazine or policy documents</td> </tr> <tr> <td data-bbox="555 981 667 1104">Ireland's Content Pool</td> <td data-bbox="667 981 1007 1104">The imagery will be shared with national and global tourism related businesses.</td> </tr> </table> <p>The posting of photographs online and through social media is necessary as it is the best way to attract a user's attention and to reach a wide-ranging audience.</p> <p>Please see:</p> <ol style="list-style-type: none"> (1) General terms of service (2) Photographers and social media influencers <p>The child's parent or legal guardian will be asked to sign the Imagery Consent Form before the photograph or digital recording is taken.</p>	Social and Digital Media	Twitter, Facebook, YouTube, Instagram, LinkedIn, our websites and any other accounts.	Media	National, regional and local media (TV broadcast, online, print)	Publications	Annual reports, employee magazine or policy documents	Ireland's Content Pool	The imagery will be shared with national and global tourism related businesses.	Consent Article 6(1)(a).	Adults: 7 years or until the individual withdraws their consent (whichever occurs first). Children (under 16): 5 years or until the individual withdraws their consent (whichever occurs first).
Social and Digital Media	Twitter, Facebook, YouTube, Instagram, LinkedIn, our websites and any other accounts.											
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Ireland's Content Pool	The imagery will be shared with national and global tourism related businesses.											

If you would like more information about how long Fáilte Ireland holds your data, please e-mail dataprotection@Fáilteireland.ie.