

Learn more about your data

We want to give our customers the best possible experience. To do so, we need to collect personal data from you for certain processes such as providing a service and when you enquire about our services.

The data we collect may include:

- Personal information such as name, address, date of birth and other contact details.
- If you are buying our products or services we will collect your credit or debit card information and in the case of bill-pay will require your bank account number and sort code.
- When you contact us through our call centre (call recordings) or through web chat (transcripts) or any feedback you've given us through our website or apps including customer support. This may be used for training and operational compliance.
- Location data to establish a connection between the Eir network and your device. Without this location data, you would not be able to send or receive calls or texts or use data.
- If you use MyEir, for example, you will need to share certain personal information with us, such as your name, phone number and email address, and to create a unique password for your account.
- When you visit our websites or use our apps we collect device information such as the IP address of your device, your device model and its settings and network information.
- Cookies on the Eir website that help us provide you a tailored experience. Please refer to the cookies section within this Privacy Policy for more information on what cookies we use and how we use them.
- When you provide us with information about you or your household in relation to how you use Eir's content/products or services in competitions, market research or consumer forums.
- The marketing preferences that you provide when you sign up for our products and services.
- The type of products and services you have including your contract type and all information to do with your payments.
- Data about your communications such as the date and time of calls/texts you have made and the numbers you have dialled or received. Also included is the duration of the calls and your approximate location (the nearest cell tower) when you make the call/texts.
- Internet Data Date, time and length of your internet browsing, and your approximate location at the time you are browsing.eir do not retain records of your web browsing. We do not keep records of what content you look at online. The data is collected in order to bill you appropriately, issue service notifications if you are out of data. The only exception to this is when we are required to do so by law enforcement agencies, government bodies, regulatory organisations, courts or other public authorities by way of legislation or under court order. This data is retained in a secure database and only kept for and accessed for this purpose.

- Data that we receive from Third Parties where you have given them permission to share your data with us.
- CCTV data when you visit our stores.

How do you use the data you collect?

We use the data to ensure we are providing you with highly relevant content, products and services that meet your specific needs, and to deliver more efficient account management.

Here are some other ways in which we use this data:

To help us refine the products and services we provide.

To ensure we can more effectively target our products and services to people who are interested in them.

- o We will process your data to help us present appropriate offers to you in the form of relevant personalised communications based on your interests and characteristics.