

## **What Information Do We Collect and Why**

Faillte Ireland as the National Tourism Development Authority who's mission is to Deliver a step change in the economic and social contribution that tourism makes to the live of all the citizens in Ireland as mandated under the Tourist Traffic Acts 1939 to 2016

### **How we do this**

By working with, and delivering business services and supports to

- a wide range of Tourism Businesses across Ireland (the industry)
- a wide range of overseas Tourism Operators & channel intermediaries (buyers)
- Tourism advocates and Associations
- Stakeholders, Local Tourism Groups and a range of Public Sector Bodies
- Tourism communities and Community Groups
- Visitors

We only collect the information we need (business name & registration details, business address & contact details, certain business performance information for e.g. room occupancy, visitor numbers and markets) and contact names and details of people within the business in order to deliver the best supports and service we can to you.

### **We do this because we have a statutory remit are to deliver these services**

We seek this information for business reasons. We do not actively or knowingly seek your personal or sensitive data. However, on occasion, data, which could be considered as personal in nature; for e.g. personal 'Gmail' or mobile phone number of a small business or sole trader. We consider this information as 'business information' as it was provided for business reasons. However, we treat all data received with the utmost respect and integrity and with a high level of security.

## **What services and supports to we provide**

We provide a range of developmental supports under the Tourist Traffic Acts 1939 to 2016 from knowledge & training to financial supports and market opportunities for both leisure and business tourism to develop business capability & performance, grow jobs, improve the visitor experience, improve tourism destinations and communities, as well as encouraging Irish people to holiday at home

- Professional business advice and training supports to help improve the performance of tourism businesses and of their staff
- Promotional and Business Opportunities for industry and buyers to help grow tourism business into Ireland
- Funding to support new and better visitor-centric product, experiences and destinations
- Funding to exploit new market opportunities.
- Relevant National & International Tourism Research and Insights
- Statutory Quality Assurance regulations for the accommodation sector
- Tourism News and Networking

**Please view our Privacy Policy and our Cookies Policy for full information on**

- How we collect information from you
- How we use the information we collect
- Who we share information with and how we transfer data
- How we manage and secure your data
- How long we retain data for
- Your rights and how you can access your data and have it changed or removed

To unsubscribe from electronic communications press the 'unsubscribe' or similar button on any electronic communication received. However if you need to contact us with regard to any of your rights as set out in this Policy, all such requests should be made in writing by;

1. **Using the online form;** <http://www.failteireland.ie/information-access>
2. **Emailing;** [dataprotection@failteireland.ie](mailto:dataprotection@failteireland.ie)
3. **Or writing to;**

Data Protection Officer  
Fáilte Ireland,  
Unit 2 Nessian House,  
Riverview Business Park,  
Bessboro Road, BlackRock,  
Cork T12 R8HE,  
Ireland