



## OurWorld Meta website Privacy Policy

### Introduction

OurWorld Meta understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this websites: <https://ourworldmeta.com/> and <https://app.ourworldmeta.com> (“our websites”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our websites. If you do not accept and agree with this Privacy Policy, you must stop using our websites immediately.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account” means an account required to access and/or use certain areas and features of our websites;

“Cookie” means a small text file placed on your computer or device by our websites when you visit certain parts of our websites and/or when you use certain features of our websites. Details of the Cookies used by our websites are set out in section 13, below;

(Where appropriate) “Cookie Law” means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;

“Personal data” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to us via our websites. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”); and

“We or us” means OurWorld Media Ltd, (a limited company) registered in Ireland under company number IE4076729UH

### 2. Information About OurWorld Media Ltd.

2.1 Our websites are owned and operated by OurWorld Media Ltd, a limited company registered in Ireland whose address is OurWorld Media Ltd.

OurWorld Media Ltd  
91 George's Street  
Lower Dun Laoghaire  
Co. Dublin  
A96 T8K6  
Ireland



### **3. What Does This Policy Cover?**

This Privacy Policy applies only to your use of our websites. Our websites may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites, and We advise you to check the privacy policies of any such websites before providing any data to them.

### **4. Your Rights**

4.1 As a data subject, you have the following rights under the GDPR, which this Policy and our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about our collection and use of personal data
- 4.1.2 The right of access to the personal data we hold about you (see section 12)
- 4.1.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact Us using the details in section 14)
- 4.1.4 The right to be forgotten, i.e., the right to ask us to delete any personal data we hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like us to delete it sooner, please contact us using the details in section 14);
- 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
- 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
- 4.1.7 The right to object to us using your personal data for particular purposes; and
- 4.1.8 Rights with respect to automated decision making and profiling.

4.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 14 and We will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the Irish or EU supervisory authority, the Information Commissioner's Office (ICO), or relevant equivalent regulatory body, defined by the jurisdiction in question.

### **5. What Data Do We Collect?**

Depending upon your use of our websites, We may collect some or all of the following personal and non-personal data (please also see section 13 on our use of cookies and similar technologies):

- 5.1 name
- 5.2 contact information such as email addresses and telephone numbers
- 5.3 IP address
- 5.4 web browser type and version
- 5.5 operating system



5.6 a list of URLs starting with a referring websites, your activity on our websites, and the websites you exit to

## **6. How Do We Use Your Data?**

6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.

6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data, or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:

6.2.1 Personalising and tailoring your experience on our websites

6.2.2 Supplying Our products and services to you (please note that We require your personal data in order to enter into a contract with you)

6.2.3 Replying to emails from you

6.2.4 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by clicking the unsubscribe link included in all our correspondence)

6.2.5 Market Research

6.2.6 Analysing your use of our websites and gathering feedback to enable Us to continually improve our websites and your user experience

6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email or text message with information, news and offers on Our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

6.4 You have the right to withdraw your consent to us using your personal data at any time, and to request that We delete it.

6.5 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

## **7. How and Where Do We Store Your Data?**

7.1 We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.

7.2 Your data will only be stored with AWS in the Ireland Datacenter.

7.3 Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our websites.

## **8. Do We Share Your Data?**



8.1 Subject to section 8.2, we may share your data with third parties for defined purposes and where OurWorld Meta addresses a specific need and identified an appropriate basis for lawful processing

8.2 In certain circumstances, we may be legally required to share certain data held by Us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal obligations, a court order, or a governmental authority.

8.3 We may compile statistics about the use of our websites including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers.

Data will only be shared and used within the bounds of the law.

## **9. What Happens If Our Business Changes Hands?**

9.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy,

9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

## **10. How Can You Control Your Data?**

10.1 In addition to your rights under the GDPR, set out in section 4, when you submit personal data via our websites, you may be given options to restrict our use of your data. In particular, we aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in our emails and at the point of providing your details).

## **11. Your Right to Withhold Information**

11.2 You may restrict our use of cookies. For more information, see section 13.

## **12. How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held). Under the GDPR, no fee is payable, and we will provide any and all information in response to your request free of charge. Please contact us for more details at [dpo@ourworldmeta.com](mailto:dpo@ourworldmeta.com).

**13. Our Use of Cookies** 13.1 All cookies used by and on our websites are used in accordance with current cookie law.

13.2 Our websites use analytics services provided by Google Analytics, Clientify & Hotjar. 'Analytics' refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how our websites are used. This, in turn, enables us to improve our websites and the products and services offered through it. You do not have to allow us to use these cookies,



however whilst our use of them does not pose any risk to your privacy or your safe use of our websites, it does enable us to continually improve our websites, making it a better and more useful experience for you.

#### **14. Contacting Us**

If you have any questions about our websites or this Privacy Policy, please contact us by email at [dpo@ourworldmeta.com](mailto:dpo@ourworldmeta.com) by telephone on +353 158 44 196, Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as under section 12, above).

#### **15. Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our websites and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our websites following the alterations. We recommend that you check this page regularly to keep up-to-date.