

The Q Mark Privacy Statement

Our website is designed to protect the privacy of all users.

In order to provide you with products and services, we will need to collect and use information about you. We are committed to protecting your privacy and managing your personal information in a secure environment. The website has been developed with your rights and needs in mind and will be maintained according to strict guidelines and policies. In particular, these include Q Mark's Privacy Principles which have been designed to ensure that personal information is protected and to specify the guidelines for the collection, use and disclosure of that personal information.

We will keep you informed about the sort of personal information we hold and for what purposes, and how we collect, use and disclose this information. You can request to access and correct any information Q Mark collects about you at any time and advise us of any corrections you wish to make.

For more information, please choose from the following topics:

- [Collection of your personal information](#)
- [How we use your personal information](#)
- [Security and quality of your information](#)
- [How to access, correct or update your information](#)
- [Childrens Privacy](#)
- [What else you should know about privacy](#)
- [How to contact us](#)

When the term 'we' is used, it refers to the owner of the site, Irish Quality Association trading as EIQA info@eiqa.com (+353 1 6604100). EIQA maintains strict guidelines for the collection, use and disclosure of personal information which can be viewed at our Website. If you have any queries, please Contact Us .

When you visit the Q Mark website, you are encouraged to read the information provided on the sites linked to Q Mark and the pages that you are using, which may have separate terms of use and privacy policies.

Collection of your personal information

When you provide Q Mark with your personal information, this will be held strictly in accordance with this Privacy Statement. We will inform you when and for what purpose we will be collecting personal information and how the information will be used, and will clearly indicate what information is necessary to access Q Mark products and services including transactions. In addition we may offer you the opportunity to provide further information so that Q Mark can provide you improved and personalised services. Provision of this additional information is completely at your discretion, and you may decide to not provide it to us.

We will not ask for and collect any sensitive information about you (such as gender, marital status, age, race or health information) unless it is necessary to meet legal, public interest or statistical requirements related to and required to complete the transaction you have requested. Provision of this information (except where it is a legal requirement) is completely at your discretion, and you may decide to not provide it to us.

If your information is no longer needed by us, we will take all reasonable steps to permanently remove personal identification from the information collected about you.

Q Mark may automatically record other information as well. This information is used to improve the structure and performance of Q Mark in order to provide you with better services.

Whenever a page is requested from our web server, Q Mark records the time, date and URL of the request, along with information on the browser software that is being used.

We also track the pattern of visitor usage across Q Mark websites using a facility called a cookie. EIQA has a separate detailed cookie policy. This cookie identifies and recognises the computer (but not the person using the computer) when you visit Q Mark websites.

Cookies are pieces of information that a website can transfer to an individual's computer hard drive for record keeping. Cookies can make using Q Mark easier by storing information about your preferences on a particular website. This will enable you to take full advantage of the services that Q Mark offers. The use of cookies is an industry standard and you'll find most major websites use them. Most Internet browsers are pre-set to accept cookies. If you prefer not to receive cookies, you can adjust your Internet browser to disable cookies or to warn you when cookies are being used.

For more details please refer to Q Mark's Privacy Principles and Practices.

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How we use your personal information

The personal information that you provide to Q Mark during registration for products and services on Q Mark is used for identification purposes and will assist you to subscribe to Q Mark services more easily. The information we collect from your use of the website enables us to provide personalised services that are tailored to your needs. Recording usage patterns helps us to identify the areas of our site that are popular and those that are not.

Q Mark aggregates the data that is gathered when you use Q Mark for analysis purposes. Personally identifiable characteristics are removed and the user remains anonymous, unless you have given prior specific consent for Q Mark to recognise your usage on an individual basis. Additional data provided to us is used to examine Internet trends and demographics to help Q Mark offer you improved online products and services.

For more details please refer to Q Mark's Privacy Principles and Practices.

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Disclosure of your information

We will not use your personal information or data for a purpose other than the purposes for which you supplied it, and will not disclose it to any other person or organisation unless:

- The information is necessary to conduct a transaction between you and that person or organisation and that transaction has been requested by you; or
- We are required by law to do so; or
- There are reasonable grounds to believe that disclosure is necessary to prevent a threat to life or health; or
- That person or organisation is an agent or contractor providing a service to Q Mark, who will be required to maintain the same or similar privacy principles as specified in privacy legislation; or
- You have given us consent to do so.

You may also notify us at any time that you want to change the information held by using the Contact Us page.

Security and quality of your information that you may send to or receive from using Q Mark

We will take reasonable steps to ensure that all information we collect, use or disclose is accurate, complete, up-to-date and stored in a secure environment accessed only by authorised persons. Transmissions sent to or from Q Mark are routinely monitored for quality control and systems administration.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. While we strive to protect your personal information from misuse, loss and unauthorised access, we cannot guarantee the security of any information you transmit to us or receive from our online products or services. These activities are conducted at your own risk. Once we receive your transmission, we make our best effort to ensure its security.

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How to access, correct or update your information

If you wish to access or modify personal information which you have provided Q Mark, please send an email using the Contact Us page.

We will also allow you access to personal information in accordance with our obligations under the Freedom of Information Act.

In rare instances it may not be reasonable to let you have access to the personal information we hold about you. These circumstances may include where we reasonably believe that providing access may pose a serious threat to life or health of an individual or to public safety, providing access would be unlawful, or providing access would reveal pending legal proceedings or prejudice an investigation into unlawful activity that you may have been engaged in.

If we do not allow you to access the personal information we hold about you, we will provide you with a reason for our denial and the opportunity to respond. Our Privacy principles set out the processes of review and independent mediation that are available to you.

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Children's privacy

We will take all reasonable steps to protect the safety of children in their use of Q Mark.

Whilst Q Mark will make every reasonable effort to ensure that children's privacy and other rights are not compromised, it is ultimately the responsibility of parents to monitor their children's Internet usage.

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What else you should know about privacy

Remember to close your browser when you have finished your user session. This is to ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe. You as an individual are responsible for the security of, and access to, your own computer.

Please be aware that whenever you voluntarily disclose personal information over the Internet (eg. in discussion forums, via email, or in chat sites) that this information can be collected and used by others. In short, if you post personal information in publicly accessible online forums, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your username and passwords and any account information. Please be careful and responsible whenever you are using the Internet and Q Mark.

For further Privacy information, please refer to EIQA's Privacy Principles and Practices and the Data Protection Commissioner's Website.

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How to contact us

If you have any concerns or questions, please contact Q Mark by phoning +353 1 6604100 or using the Contact page.

Thank you for taking the time to read the Q Mark Privacy Statement.