**MapAlerter Terms and Conditions**

**General**
The MapAlerter news & alert service is provided by Pin Point Alerts Limited (Registered in Ireland, ref. #488766). Participation in the Mapalerter.ie service is governed by these terms and conditions. These terms and conditions are important and protect you and us. Please take the time to read the terms and conditions carefully. If you have any questions about the terms and conditions, please email MapAlerter at mapalerter.terms@pinpointalerts.ie.
**Interpretation**
**“Applicable Laws**” means any law, statute, regulation, order, judgement, decision, recommendation, rule, policy or guideline passed or issued by government or any competent court or authority in relation to the subject matter of these Terms and Conditions.
**“Mapalerter.ie System”** means the website, MapAlerter iOS App, Android iOS App, data, processes, functions and all related components of the Mapalerter.ie System.
**“Registered User”** means you, being the person who uses the Mapalerter.ie System.
**“Website”** means the www.mapalerter.ie website, MapAlerter iOS App, Android iOS App, and any other websites or microsites, generated by the Company through which Registered Users are invited to use; and “You” or “you” or “Your” or “your” means the Registered User.
**Acknowledgement and acceptance**
This Agreement (“the Agreement”) outlines the terms and conditions governing your participation in the Mapalerter.ie System and it is your responsibility to read and understand them. Through enrolling and/or using the Mapalerter.ie System you become a member of the Mapalerter.ie System (“Member”) and you agree to be bound by these terms and conditions. Participation in the Mapalerter.ie System is offered at the sole discretion of Pin Point Alerts Limited who own and operate Mapalerter.ie (hereinafter referred to as “Mapalerter.ie”). Mapalerter.ie reserves the right at any time and from time to time, to modify or amend this Agreement and/or any part thereof. Registered Users understand and acknowledge that most recent version of this Agreement will be located on the Mapalerter.ie website at [terms and conditions area]. Registered Users non-termination or continued use of the Mapalerter.ie System constitutes an affirmative acknowledgement by the Member of any modification to this Agreement and consent to be bound by its terms. A Member may terminate his/her Registered Users account at any time if he does not agree with the terms of this Agreement.
**MapAlerter’s privacy promise**
It is Mapalerter.ie’s policy and promise to respect the privacy of its Registered Users. MapAlerter has “privacy by design” included at all stages of the process, from technical development of the service to unsubscribe requests by Registered Users. A dedicated Privacy Statement and details of Data Protection policies for MapAlerter is available at www.mapalerter.ie/privacy and you are strongly encouraged to read this statement to check exactly what types of Personally Identifiable Information (“PII”) is collected, stored, and processed by Mapalerter.ie. We may aggregate your data for disclosure with our clients and potential clients for promotion and marketing purposes. By way of example, we may disclose to a potential client the number of Registered Users in a given Council area, but in such an event we undertake to ensure that no such data could ever be used to personally identify you (e.g. “there are XXXXX subscribers registered on MapAlerter in Co. Wexford, XXXX of which are located in Wexford Town”). We cannot ensure that private communication and other identifiable personal data will never be disclosed in ways not described in this section. By way of example (without limiting the foregoing) we may be forced to disclose the data to a government agency lawfully requesting the same or to any court acting in pursuance of its powers. We reserve the right to, and you hereby agree to allow us to disclose any information about you to law enforcement, government officials or to any court or court officials as we in our sole discretion believed necessary or appropriate. You are responsible for keeping your password confidential and for all activities that occur under your password or account. Please let Mapalerter.ie know of any unauthorised use of your password, or any other breach of security. We will clearly state why we are collecting personal information and how it will be used. At your request we will allow you inspect and edit any personal data relating to you. By joining the Mapalerter.ie System you agree to allow Mapalerter.ie to communicate with you through various channels such as email, SMS text messages and app notifications regarding alerts and notifications from your local authority. Mapalerter.ie will always use this communication method responsibly.
**Terms of participation**
Registration to the Mapalerter.ie System is free for all intended Registered Users, and no SMS, email, app notification or other charges will be incurred by the Registered User. The Mapalerter.ie System is for the use of residents of Ireland. A valid Irish mobile number (+353) is required to register for the service. Each Mapalerter.ie account must only be accessed by the Account Holder, and may not be accessed by any other user, without the express permission and authorisation of Mapalerter.ie. In the event of access by another user, Mapalerter.ie reserve the right to freeze the account until the Registered User is in contact with Mapalerter.ie. Mapalerter.ie is not responsible for changes to, or discontinuance of any alerts through third party companies, bodies, or agencies, nor are we responsible for the inaccurate communication of alerts through a linked site, open data site, by that participating company, body or agency. Mapalerter.ie reserves the right to change the mode of services through the System from time to time and any such change will be communicated to Registered Users. New features, alert categories and alert delivery channels may be introduced in the future and Mapalerter.ie maintains the right to send a single promotional email/SMS/notification to Registered Users to advise them of any such service updates. At no time will any new features or alert types be auto-consented on behalf of the registered user – the Registered User must log into MapAlerter and take action on their account if any new consent is required. Mapalerter.ie’s registered users maintain the right to modify their account by logging in through the website or smartphone apps to disable categories/features/channels at any time. Registered Users may also request to terminate their Mapalerter.ie account through their account area at any time by visiting www.mapalerter.ie/unsubscribe or logging into their account and following “Delete Account” links. Mapalerter.ie may from time to time directly adjust a member’s account upwards or downwards in respect to errors or suspected fraud, for which we have full authority. Alerts may not be available for all parts of the country. Some Local Authorities do not participate in this service. Registered Users are advised to check the Mapalerter.ie website to check the list of local authorities that are using the service (available on the homepage). Mapalerter.ie and Pin Point Alerts Ltd will not be responsible for any loss, damage or consequences howsoever arising, whether directly or indirectly arising, such as Flooding in your home, workplace, commute route, or registered location as a result of not receiving alerts. The information and content contained in the SMS, app notifications and email alerts are sent from subscribed Registered Users of the service, such as local authorities, media agencies, and other government agencies. Mapalerter.ie and Pin Point Alerts Ltd is not responsible for any content distributed to registered users. Full Responsibility is with the agency or our client who issued the alert. Local authorities who are active on the Mapalerter.ie service may not access the user database (read our Privacy Statement at www.mapalerter.ie/unsubscribe for further details on data sharing).
**Links to third party sites**
Links included within the Mapalerter.ie website may let you leave the Mapalerter.ie website and enter into other website(s) (“linked site(s)”). The linked sites are not under the control of Mapalerter.ie and Mapalerter.ie is not responsible for the contents of any linked sites or any link contained in a linked site or any changes or updates to such sites. Mapalerter.ie is not responsible for webcasting or any other form of transmission received from any linked site. Mapalerter.ie is only providing these links to you as a convenience and the inclusion of any link does not imply endorsement by Mapalerter.ie of the site or any association with their operators. By way of example, Mapalerter.ie will link to participating local authority website but it not responsible for content on the Council’s website.
**Advertising other company services**
Mapalerter.ie reserves the right to include advertisements to other services provided by Pin Point Alerts Ltd as part of the alerts that are issued. This includes “Banner Ads” on the Mapalerter.ie website and as part of email alerts issued to Registered Users.
**Intellectual Property**
You acknowledge that all trademarks, trade names, service marks, rights (registered or unregistered) in any designs, applications for any of the foregoing; trade or business names; innovations, inventions whether or not capable of protection by patent or registration, registered design and topography rights; know-how, including data specifications, drawings and instructions; secret formulae and processes; rights protecting goodwill and reputation; database rights and rights under licences and consents in relation to such things, rights in the nature of unfair competition rights, and rights to sue for passing of and all rights or forms of protection of a similar nature to any of the foregoing or having equivalent effect anywhere in the world; copyright, trademarks and other intellectual property rights in and relating to the Mapalerter.ie website (hereinafter referred to as “Intellectual Property”) are solely owned by Mapalerter.ie. You may not reproduce, publish, transmit, distribute, display, modify, create derivative works from, sell or participate in any sale of, or exploit in any way, in whole or in part, the Intellectual Property. All other trademarks, product names and company logos cited herein are the property of their respective owners. All data published on Mapalerter.ie is subject to copyright and may not be reproduced on any other website without the prior consent of site owners. This includes alert content which is published on the Mapalerter.ie website and may not be scraped or copied from the Mapalerter.ie website. All website design, text, graphics, the selection, and arrangement thereof and all software are copyright of Mapalerter.ie (Pin Point Alerts Limited). These do not include logos and graphics which are the property of Mapalerter.ie partners. ALL RIGHTS RESERVED.
**Submissions to Mapalerter.ie**
Where you are invited to submit any contribution to Mapalerter.ie (this includes any emails, text, member submissions, forum postings, photographs, graphics, video or audio) you agree, that by submitting your contribution you are granting Mapalerter.ie a perpetual, royalty-free, non-exclusive, sub-licensable right and the license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform, play, make available to the public, and exercise all copyright and publicity rights with respect to your contribution worldwide and/or to incorporate your contribution in other works in any media now known or later developed for the full term of any rights that may exist in your contribution, and in accordance with privacy restrictions set out in the Mapalerter.ie policy at www.mapalerter.ie/privacy. Also, by submitting your contribution to Mapalerter.ie you declare that your submission is your own original work and that you have the right to make it available to Mapalerter.ie for all the purposes specified above. You declare that the submission is not defamatory and does not infringe any law and indemnify Mapalerter.ie against all legal fees, damages and other expenses that may be incurred by Mapalerter.ie as a result of your breach of the above declaration and waive any moral rights in your contribution for the purposes of its submission to and publication on Mapalerter.ie and the purposes specified above. If you do not want to grant to Mapalerter.ie the rights set out above, please do not submit your contribution to Mapalerter.ie.

**Limitation of Liability**
Mapalerter.ie shall not be liable for any damage, whether direct, indirect, incidental, special, or consequential relating to the participation or inability to participate in the Mapalerter.ie System. Under no conditions and in no event shall Mapalerter.ie be liable for any direct or indirect, incidental, consequential, special or exemplary damages or loss howsoever arising, (including but not limited to negligence or breach of this Agreement or otherwise) or for any loss of data, profit, revenue, goodwill or business howsoever caused even if that loss or damage was foreseeable by, or the possibility of it was brought to the attention of Mapalerter.ie. Although rigorous protocols are applied to the website Mapalerter.ie does not make any warranty that the website is free from infection by viruses or anything else that has contaminating properties. As stated in the MapAlerter Privacy Policy at www.mapalerter.ie/privacy, “We have put in place reasonable and appropriate physical, electronic, and managerial procedures to help safeguard information we collect through MapAlerter. However, you should know that no company, including MapAlerter or Pin Point Alerts Ltd, can fully eliminate security risks associated with Personally Identifiable Information (PII)”. Mapalerter.ie does not accept any liability for any losses or claims arising from any inability to access the Mapalerter.ie website.
**Indemnity and waiver**
You hereby agree to indemnify and keep indemnified Mapalerter.ie its successors and assigns and each of its respective directors, officers, employees and agents from and against any and all liability, damages, losses, claims (including reasonable legal fees) resulting in any way from your use of and from material posted on the Mapalerter.ie website or resulting from any breach of this Agreement whether such breach is carried out by you or by any other person through your account, arises out of your data, your use of the Mapalerter.ie website, your connection to the Mapalerter.ie website or your violation of any third party rights. Furthermore, you hereby acknowledge that any material downloaded or otherwise obtained through the use of the Mapalerter.ie website is done at your own discretion and risk and that you waive any right to bring any claim or action against Mapalerter.ie or its successors, assigns, directors, officers, employees and agents for any loss, damage or injury arising from use of the Mapalerter.ie website or the Mapalerter.ie System.
**Disclaimer**
The materials contained in the Mapalerter.ie website may contain inaccuracies and typographical errors. Mapalerter.ie does not warrant the accuracy or completeness of the materials or the reliability of any advice, opinion, statement, or other information displayed or distributed through the Mapalerter.ie website. You acknowledge that any reliance on any such opinion, statement, memorandum, or information shall be at your own risk. Mapalerter.ie reserves the right in its sole discretion to correct any errors or omissions in any portion of the Mapalerter.ie website. The Mapalerter.ie website, the information and material on the Mapalerter.ie website are provided “as is” without any representation or warranty, express or implied, of any kind, including, but not limited to warranties of non-infringement or fitness for any particular purpose. Mapalerter.ie does not make any warranty, guarantee nor any representation regarding the quality of, or assurance of any product or service promoted by a Council issuing alerts on the service. For example, if a local authority promotes their local library, then Mapalerter.ie is not responsible for any aspect of the library’s service offering. Mapalerter.ie shall not be liable for any failure to perform any of its obligations under this Agreement which is caused by matters beyond its reasonable control including but not limited to Acts of God, breakdown of internet services or other computer services, war, strikes, lockouts and industrial disputes.
**Assignment**
Mapalerter.ie reserves the right to assign or subcontract any or all of its rights and obligations under this Agreement. If Mapalerter.ie exercises this right it shall name, the assignee or subcontractor on the main screen of the Mapalerter.ie website and you will be entitled to terminate this Agreement immediately. You acknowledge that you may not without the prior written consent of Mapalerter.ie assign or dispose of your obligations under this Agreement whether in part or in whole.
**Term and Termination**
You agree to remain bound by this Agreement (or such amended Agreement) for as long as you remain a Registered User or unless Mapalerter.ie terminates, suspends, or otherwise limits access. In the event that a Registered expressly requests to leave the Mapalerter.ie System, no further communication will be entered into between Mapalerter.ie and the Registered User. Mapalerter.ie reserves the right to terminate the Mapalerter.ie System at any time. Mapalerter.ie will make every effort to communicate to all Registered Users the termination period, however they will not be held responsible for failing to notify any Registered User regardless of the reasons. The Registered User acknowledges that even if his or her account is terminated, he or she may receive SMS and/or emails from Mapalerter.ie for a maximum period of one day. Please review the Privacy Policy at www.mapalerter.ie/unsubscribe which includes policy details on data retention. Any fraud or abuse of the Mapalerter.ie website, Mapalerter.ie System etc. will result in the immediate termination of that Member’s account. Any fraud or abuse of the Mapalerter.ie website, Mapalerter.ie System etc. or any reason deemed appropriate by Mapalerter.ie at its sole discretion will result in the immediate termination of that Member’s account. **Modifications to Mapalerter.ie website**
Mapalerter.ie reserves the right at any time and from time to time to modify or discontinue temporarily or permanently, the Mapalerter.ie website and/or the Mapalerter.ie System (or a part thereof) with or without notice. You agree that Mapalerter.ie shall not be liable to you or any third party for any modification, suspension, or discontinuance of the Mapalerter.ie website or Mapalerter.ie System. Mapalerter.ie shall not be liable to any Member or third party should Mapalerter.ie exercise its right to modify or discontinue the Mapalerter.ie System.
**3rd Party Alert Services integrated with Mapalerter.ie**
MapAlerter provides a facility for local authorities to publish alerts from their own service to MapAlerter’s subscribers. By accepting this agreement you also acknowledge and accept the terms and conditions of these local authority alert services should you receive any alerts from them via Mapalerter.ie. These include: Cork County Council’s “Cork Alerts” system Terms & Conditions, **Kilkenny County Council’s “Kilkenny Alerts” system** Terms & Conditions, **Monaghan County Council’s “Monaghan Alerts” system** Terms & Conditions, **Fingal County Council’s “Fingal Alerts” system** Terms & Conditions Mapalerter.ie reserves the right to integrate with external local authority alert services powered by MapAlerter technology. This means that subscribers on Mapalerter.ie may receive alerts directly from external alert services that are operated and managed by Mapalerter.ie.
**Notices**
All notices given by Mapalerter.ie to you will be given by e-mail from an “@Mapalerter.ie” email address. by general posting on the Mapalerter.ie website, depending on the nature of the notice **Entire Agreement**
This Agreement constitutes the entire Agreement between you and Mapalerter.ie and supercedes any prior agreements, arrangements, statements, and understandings between Mapalerter.ie and you.
**Waiver**
A waiver by Mapalerter.ie of any breach by any Registered User of any of the terms, provisions or conditions of this Agreement or the acquiescence of Mapalerter.ie to any act (whether of commission or omission) which but for such acquiescence would be a breach as aforesaid shall not constitute a general waiver of such term, provision or condition or of any subsequent act contrary thereto.
**No Partnership/Joint Venture**
Nothing in this Agreement shall be construed as forming a partnership or joint venture with Registered Users and no third-party company will have the right or ability to create any obligation on Mapalerter.ie’s behalf.
**Governing Law**
This Agreement shall be governed by Irish law and the Member consents to the exclusive jurisdiction of the Irish courts in all matters regarding it.
**Invalidity**
If at any time any one or more provisions of this Agreement shall be held to be invalid, illegal, or unenforceable, the validity, legality and enforceability of the remaining provisions of this Agreement shall continue in full force and effect.
**Disputes**
All questions or disputes regarding the Mapalerter.ie System, including without limitation, questions regarding participation must be submitted by within 30 days of the query where applicable, to Pin Point Alerts Limited at mapalerter@pinpointalerts.ie

**MapAlerter Privacy Statement**
This policy covers how MapAlerter treats Personally Identifiable Information (“PII”) that MapAlerter collects, stores and processes through the service. MapAlerter is used to send news alerts to subscribers from their local authority based on six core alert categories (Water Alerts, Road Alerts, Community/Miscellaneous Alerts, Flood Alerts, Weather Alerts and Planning Alerts). Alerts are issued by a combination of SMS, Email, app notifications and chat applications. Alerts are also geographically focused meaning the subscriber will only receive alerts based on the locations stored in their MapAlerter account. At all times the subscriber is in control of what information they receive, the locational relevance of alerts, the channels used to contact them, as well as an ability to quickly unsubscribe from the service in a few easy ways. This privacy statement sets out how MapAlerter and Pin Point Alerts Ltd (the company that owns the service and is the Data Controller and Data Processor) processes subscriber personal data, secures this personal data, and the various company policies that adheres to General Data Protection Regulation.

**The following Personally Identifiable Information (“PII”) is gathered from registered users (“subscribers”):
1. Irish Mobile Number**
MapAlerter is provided exclusively to Irish phone holders. For that reason, you must have a unique login to MapAlerter, and your mobile number is used to create and access your account. Your mobile number will also be used to send you SMS Text Alerts from your local authority which are a core reason for subscribing to MapAlerter in the first place.
**2. Password**
You need to authenticate with MapAlerter to access your account. Passwords are created at registration, and they are salted/hashed on the MapAlerter server – passwords are never stored in plain text.

**3. Up to two stored map locations, by way of coarse map coordinates**
MapAlerter offers focused alerts from your local authority that are locally relevant to recipients. To make this happen MapAlerter allows you to add up to two locations for which you want to receive alerts. These are branded as “Home” and “Work” locations, and we also generate a route between the two locations. A minimum of one location is required while the second location is optional. It is up to the subscriber to map their location on the system and to provide the level of accuracy they are satisfied with. It is not necessary to map exactly to a home location – the centre of a town or townland is usually sufficient to ensure you get the alerts that impact you. MapAlerter stores coordinates statically in a database after they are updated by the subscriber and MapAlerter does not track your location at any time. Coordinates are stored as a Latitude Longitude pair.
**4. Email Address** MapAlerter uses your email address to send you email alerts from your local authority. The email address is a unique entity in the MapAlerter database, and it is also used to reset your account password, if you forget it. In extremely rare cases your email address is used to send out service updates, policy changes and changes to the MapAlerter terms and conditions if further consent is required.
**5. IP address** An Internet protocol (“IP”) address is the unique number assigned to your Internet communicator device or Internet Service Provider (“ISP”). MapAlerter may track such IP addresses for system administration, site tracking, to prevent our servers from being abused and for other uses described in this Privacy Policy.

**Summary of how we use the information we gather:** We use the information to allow you to manage your unique account. We require your contact details to correctly send you notifications, and we require a unique username (mobile number) for you to create an account. Your password is used to access your MapAlerter.ie account. To send you correct localized alerts and notifications we require coordinate information about your location - this can be accurate to your town/city and not necessarily to your exact home location. Mapping a point on the map is optional for your place of work (if you wish to receive notifications about your place of work). In the case of poor behaviour on our site (e.g., attempted insults of your local authority) we may use your IP Address to identify any potential threats or insulting behaviour.
**The people that are given access to your personal information:** MapAlerter (Pin Point Alerts Ltd) is the sole owner of the MapAlerter user database. We will solely use your PII details for the purposes of identifying if you should receive a text/email/app notification and, subsequently, we will use your contact details to correctly deliver the notification and/or alert. Your Local Authority will never be able to access user details stored in the Mapalerter.ie user database. A local authority staff member can simply log in and generate an alert, but not identify the recipients - Mapalerter.ie will identify the recipients based on their coordinate locations stored in the database and send alerts accordingly. At no time is the MapAlerter subscriber database made available to external 3rd parties, nor is it foreseen to engage with external companies that can access the subscriber database at any time. If this policy changes, then all subscribers will be notified in writing. If MapAlerter engages 3rd party agencies for any IT development work, then it will take place on a cloned version of MapAlerter with an empty subscriber database.
**The security measures we have in place to protect your personal information:**We have put in place reasonable and appropriate physical, electronic, and managerial procedures to help safeguard information we collect through MapAlerter. However, you should know that no company, including MapAlerter or Pin Point Alerts Ltd, can fully eliminate security risks associated with Personally Identifiable Information (PII). To help protect yourself, please use a strong password, do not use the same passwords to access your MapAlerter accounts that you use with other accounts or services, and protect your usernames and passwords to help prevent others from accessing your accounts and services. A subscriber can choose to delete their account at any time, and they will be instantly removed from the live MapAlerter subscriber database. However, PII we collect will be contained in secure encrypted backups for a maximum of 14 days after a subscriber has unsubscribed from the system. The 14-day period is part of Pin Point Alerts Ltd.’s corporate backup strategy and is within a reasonable time to remove the subscriber. However, if a subscriber unsubscribes from MapAlerter then they shouldn’t receive any further alerts from the service within 3-4 hours (the live subscriber database is cached throughout the day at a maximum of 4-hour intervals for performance reasons).
**What Choices Do We Give You and How Can You Correct or Review Your Personal Information?**
**i. Unsubscribe Feature on Mapalerter.ie without logging into the service**
MapAlerter offers a dedicated feature to Unsubscribe from the service. This is available to all subscribers at www.mapalerter.ie/unsubscribe. This feature doesn’t expect the subscriber to login to access the feature, but they must authenticate themselves by providing their account’s registered Mobile and Email for verification purposes. An SMS will be sent to valid account holders to confirm they have a right to make account changes and to delete the account. The entire process takes 1-2 minutes to complete.
**ii. Disable alerts by Email or SMS without having to login to your account.**
MapAlerter allows subscribers to switch off SMS or Email alerts without having to login to their account. This is a self-service feature available from the menu at www.mapalerter.ie/unsubscribe. Subscribers must confirm they own an account by providing their account email address and mobile number. Confirmation codes are sent to verified account holders by SMS or Email, depending on the alert channel that they want switched off. After receiving a confirmation code by SMS, the subscriber must enter this code onto the MapAlerter website before gaining permission to switch off SMS alerts. Meanwhile after receiving a confirmation code by email, the subscriber must enter this code onto the MapAlerter website before gaining permission to switch off Email alerts.
**iii. Login to Mapalerter.ie to manage or delete your account**
MapAlerter allows subscribers to login and manage their account with the username (mobile or email) and password they created during the registration process. The login area is accessed from www.mapalerter.ie/login. After a subscriber logs into the MapAlerter website they can change their contact preferences to receive alerts on various channels, change their mapped locations to receive more accurate local alerts and also, they can delete their account entirely (after login scroll to the bottom of the screen and follow the “Delete Account” link).
**iv. Subject Access Requests**
MapAlerter is owned and operated by Pin Point Alerts Ltd, which operates several “alert” services apart from MapAlerter. To make Subject Access Requests (SAR) easier, subscribers can request a copy of the data that MapAlerter / Pin Point Alerts stores on them from a dedicated SAR website at https://sar.pinpointalerts.com. Subscribers can create a temporary account by including their mobile number or email address which are the core Personally Identifiable Information (PII) unique identifiers in any system that is provided. Once you search for your mobile number or email address on this website, we will determine if it is part of any system operated by Pin Point Alerts in its capacity as a Data Controller or Data Processor. Temporary (24 hour) login details are sent by SMS or Email, depending on how the subscriber searched for their PII. After the subscriber logs into the SAR website, they can view and print reports about the information stored on them. They are also advised where to go and who to contact to make changes to the details. In the case of MapAlerter, they will be directed to www.mapalerter.ie/unsubscribe to self-serve their account updates or deletion.
**Our use of cookies:**
The MapAlerter website makes use of cookies which are small digital files that are stored in your web browser that enable us to track your return visits to our website. We use cookies to ensure an improved user experience. The purpose of cookies on www.Mapalerter.ie is also used to speed up the load time for web pages on subsequent visits to the website. Your browser settings may allow you to block these cookies, which is fine, and the service will continue to operate, but we recommend you have them enabled to help us personalise your experience of the MapAlerter website.
**Third Party Analytics:**
We may provide anonymous data to third party analytics companies (i.e. no PII data is transferred) to help us understand how MapAlerter is being used and to help us make improvements. The Mapalerter.ie website solely uses Google Analytics for its website analytics management. The MapAlerter App for iOS uses analytics provided as part of the Apple Developer Programme to maintain and access how many app installs have taken place. Similarly, the MapAlerter App for Android uses analytics provided as part of the Google Play Console to maintain and access how many app installs have taken place. Google Maps, LeafletJS maps and ArcGIS Online maps are used throughout the MapAlerter service and analytics are gathered to track performance and usage levels. **Where does the Personally Identifiable Information (PII) database and backups reside?**
All aspects of MapAlerter including databases and websites are hosted within the European Union. At no stage is PII transferred to a 3rd country outside of the European Union. Backups are fully encrypted and stored securely in Ireland for a maximum period of 14 days before self-deleting. We are happy to share further information on our storage and security practices with our clients and subscribers at any time.

**Questions and Complaints**
If you believe MapAlerter maintains your personal data (PII) incorrectly then you may direct any inquiries or complaints concerning our Data Protection and GDPR compliance to privacy. mapalerter@pinpointalerts.ie. We will respond within a maximum of 3 working days. If you want us to forcibly remove you from the MapAlerter system (i.e. you are not able to use the MapAlerter Unsubscribe service listed above) then it will take up to 7 working days. If we fail to respond within that time, or if our response does not address your concern, then please contact Pin Point Alerts Ltd directly at 01 2544363. It may be a case that your email did not arrive, and we want to ensure we deal with your inquiry as soon as possible.
**How We May Update Our Privacy Policy**
From time to time, we may collect and use Personally Identifiable Information (PII) in ways not previously disclosed in our Privacy Policy. For example, if new alert channels come on board that require MapAlerter to store further PII then we will advise you about this. Another example is if a new distinct “alert category” is used by Councils then we may update our Privacy Statement to add to the six categories listed in the service summary above. Therefore, if our information practices change, we will post any adjustments to our policy on this website and change the “Last Updated” date above. Unless additional notice or further consent is explicitly required by applicable laws, this will serve as your notification of these changes. You will not be “auto-consented” into any new parts of MapAlerter that require additional PII. If you are concerned about how your information is used, bookmark this page on your web browser and check back periodically.