

Privacy Notice

SMARTDEER web tools: the privacy notice detailed in this document applies to both the web tools that are used by the UCD SmartDeer project to collect deer data from the Irish stakeholders, namely: (i) the SmartDeerIreland smartphone application (available both in google store/androids and IOS), and (ii) the web survey application available at smartdeer.ie

At University College Dublin we take privacy seriously. We want you to understand and be comfortable with the ways in which we collect and use information relating to identifiable individuals (“personal information”) that we collect through our apps, websites, services, equipment and products (collectively, “our services”). This Privacy Notice explains how we collect personal information, and what we do with it. Please make sure that you read this privacy notice carefully.

Who are we?

We are SMARTDEER (“us”, “we”, or “our”) - a research project funded by the Department of Agriculture, Food and the Marine in Ireland. The project is registered with University College Dublin (UCD). We provide our services to you from Ireland. This project fully respects your right to privacy and actively seeks to preserve your privacy rights of those who share information with the project. Any information shared with our project will be treated in accordance with Irish and EU Data Protection legislation. If you have any questions regarding our aims, research or your data, please contact Simone Ciuti at simone.ciuti@ucd.ie, who is the principal investigator of the project and assistant professor of wildlife biology at UCD.

Our Purpose:

The SMARTDEER project has been developed to work with stakeholders, for stakeholders. We are leading the first nationally-coordinated initiative for deer monitoring in Ireland by collecting and analyzing empirical data across the country that will help stakeholders to make evidence-based decisions.

The primary purpose of our apps and services is to collect deer data. The data we collect will be used for research purposes to inform management decisions and produce academic papers. The identity of the users is not in scope of our project, we rather focus on the deer data provided by the users that will be used in statistical models able to predict deer distribution and abundance across the nation.

By using our services, you consent to us using your personal information in the ways described below. If you do not consent to us using your information in the ways set out in this Privacy Notice, you will not be able to use the services. If you choose to use our service, but later change your mind about us using your personal information, you can delete your account with us by sending an email to the principal investigator at simone.ciuti@ucd.ie.

What data will be collected:

Firstly, both the website and the smartphone application collect personal information for data administration reasons related to building statistical models that require to associate the deer data collected to the users. Personal data collected are: i) the name provided by the user to identify themselves, ii) the email address of the user, iii) the password selected by the user to use the application, (iv) whether users are hunters or not, if so, where they usually hunt (public vs private land); whereas non-hunters are required to specify which category they belong to (hikers, scientist, government worker, or other options). These data are used to verify the validity of each entry and to offer a personalised service to our stakeholders when they use our services (i.e. hunters do have an additional feature in the smartphone application for culling returns compared to non-hunters that do not have such as feature). These data are also required by statistical models when modelling deer distribution across Ireland (i.e., statistical models require to know whether multiple deer entries are collected by the same user or multiple users). Concurrently, data collected on deer sightings will be spatially explicit, therefore, the spatial location of the user will be recorded when using the smartphone application during a deer survey. Deer data and their spatial location (corresponding to the location of the user) will be collected for research purposes, i.e., to model deer presence and abundance across the nation. Such data (particularly users' spatial locations) will be only used in the deer spatial modelling and for no other purposes.

Where do we store personal information?

We store personal information on servers located inside the European Economic Area. We will not transfer personal data outside of the EEA.

Who will have access to these data

Any personal data collected for administrative purposes will not be available to the public and will be securely stored in line with The General Data Protection Regulation 2016/679. Data collected on deer may be distributed upon request to stakeholders, however no personal data of app users will be distributed to them in accompaniment with these deer data. More specifically, information about

number of deer sighted could be shared with stakeholders upon request, but the information of the user identity will not be revealed. Data sharing agreements between stakeholders requiring the data and the UCD SMARTDEER team will be drafted, agreed upon, and signed in order to precisely regulate the use of deer data by stakeholders.

During the registration process you will directly provide us with certain information, such as your username, name, email address and password to access your user profile, these data will be stored securely in accordance with The General Data Protection Regulation 2016/679.

We collect User Information in two ways:

- Information you provide to us directly;
- Information collected through the use of cookies and other tracking technologies, and users are required to accept our cookie policy in our cookie management platform that is displayed to the users in our web services prior to input any personal information.
- Information collected by our services or other devices in connection with users using our products, including device IDs and user location.

Personal information is automatically sent to us when you interact with our services or visit or access our website on your computer or other device. This personal information includes your IP address, browser information, device identifiers, and the web pages that you have requested. We collect data from our services through the use of cookies and related technologies, users have full autonomy over what cookies are collected when they use our services and may agree or opt out of cookie collection. More in details, all web applications connected to the SMARTDEER project require the users to read and approve this privacy notice along with Terms and Conditions and cookie policy. **Please note that, prior to input any personal data, our web services will display to users our cookie management consent platform, where users will be required to review and accept our Cookie Policy prior to proceed with our web services.**

Do we share your information?

We keep your personal information private and do not sell your personal information.

However, in the following limited circumstances we may be required to share some of your information with third parties:

- No personal information will be shared outside of the project under any circumstances. Data on deer sightings (locations and time) may be shared upon request with deer stakeholders –

but not the information about user identity. Deer data sharing will be regulated by data sharing agreements between the SMARTDEER team and stakeholders.

- The web application developers (BitByBit) and the servers' administrators within the EU would have access to the personal data for administration reasons – they will not be allowed to share the personal data with third parties, and this is guaranteed and protected by controller-processor contracts with data protection addendum and cyber-security details.
- For legal and safety reasons: We may provide information to a third party if we believe in good faith that we are required to do so for legal reasons or that this is necessary to defend our legal rights. For example, we may provide personal information if we are ordered by a court to do so.

How long do we keep personal information?

We keep personal data for as long as is necessary in light of the purpose for which it was originally collected or lawfully further processed. If data are not processed after 5 years, they will be destroyed. We store your User Information for the duration of your account with us. We do this to provide you with the services. You can delete your account at any time. To do this, please send an email to simone.ciuti@ucd.ie. Your account will be deleted within 30 days.

What are your rights?

We work in full compliance with The General Data Protection Regulation 2016/679 and all rights stated within this regulation are fully available to you as a participant of the SMARTDEER project.

If you have any questions about or want to make use of your data subject rights, please email us at simone.ciuti@ucd.ie

- Right of access
- Right to rectification
- Right to restrict processing
- Right to erasure or deletion, unless the university is required to retain some parts of the information.
- Right to data portability
- Right to object
- Right not to be subject to automated decisions

If you have concerns about your rights, you can contact the UCD DPO by email gdpr@ucd.ie

If you are not satisfied with UCD's response or believe we are not processing your personal data in accordance with the law, you have the right to complain to the Irish Data Protection Commission. For more details see : <https://www.dataprotection.ie>