

# RTÉ Sign-in Privacy Statement

RTÉ.ie is run by RTÉ Commercial Enterprises Limited which operates and manages RTÉ's online services.

Certain features and functions across the range of RTÉ's digital services including websites (i.e. our desktop and mobile sites) and mobile services are available to users who have an RTÉ sign-in.

These enhanced services allow you to have a more personalised experience in accessing and interacting with RTÉ's digital services and content as well as with other users of RTÉ's digital services. By signing in into RTÉ you can easily access all features and functions across the range of online services with a single sign in. You can sign in using your Facebook or email login details.

The aim of this Privacy Statement ("Statement") is to explain how [RTÉ.ie](https://www.rte.ie) collects and uses the personal information it gathers about you when you sign in with RTÉ. [RTÉ.ie](https://www.rte.ie) will ensure that it keeps all personal information supplied by you in accordance with this Statement and our obligations under current Data Protection legislation.

The [RTÉ.ie Privacy Statement](#) (General Privacy Statement") also applies to your use of RTÉ sign in. In the event of any conflict between the General Privacy Policy and this Statement, this Statement shall take precedence.

You can only sign in to services through RTÉ if you are 18 years or older.

What information we collect and hold about you and the purposes for which we use this information

When you register to services through RTÉ sign-in, you will be asked to provide certain information, which we require to provide certain services to you. Some of this information is mandatory, including your date of birth and location. We need your date of birth to ensure that you are entitled to access and use the services accessible with RTÉ and also to ensure that the content provided to you is appropriate for your age. We require your location to ensure that we comply with any geographical restrictions on use of services which you can access using your RTÉ sign-in.

We use the information you provide to us in registering for and using the RTÉ sign-in service to ensure you can access certain content and services on the Website, interact with other users of the Website and also to personalise such content and services based on your interests. This means that when you access our services using your RTÉ sign-in, these services and content will be personalized based on the information you have provided to us. This information will include your information provided on registering with RTÉ and also information which we collect through your interactions with the website or apps using your RTÉ sign-in, for example, your browsing history, your device's location and pages you may have visited on the website or apps. However, if you request specific content, then we will provide this to you.

In order to use your RTÉ sign-in, you will need your personal email address or Facebook login details. You should keep your email, Facebook or Twitter login details safe and you should not disclose these details to third parties. We take no responsibility for fraudulent use of your RTÉ sign-in account. However, if you suspect your RTÉ sign-in account has been used fraudulently, you should notify us immediately and we will use our reasonable endeavours to suspend use of and access to your account.

You should also note that these social network providers will provide certain information to us, which may include your name, email address, date of birth and gender. In addition certain other information may be provided to us by your social network provider, but this will depend on the privacy settings and the information you have chosen to make public. We may use this information to verify the information you provide to us on registration and also to provide a personalised service to you.

We may collect a certain amount of statistical information concerning usage of the website or apps, for example, logs of the number of visitors to the website or apps, pages visited by those visitors and so on. We may also keep records of your device's internet protocol address or identifier when you access the website or apps to make them more secure for you, to enhance your experience on return visits to them and to provide you with personalised services and content.

We may use your information to contact you for service administration purposes, for example to provide you with password reminders or notify you that the RTÉ sign-in facility has been suspended for maintenance.

### **Use of Cookies**

RTÉ sign-in uses cookies, web beacons and similar technologies: these are small text files placed in your computer, tablet, mobile or other device. They may also collect your device identifier (IDFA) or IP address. This may then be used to recognise when your device visits a particular website or app or clicks on a particular link on RTÉ and others' websites and apps or when you open emails we send you, or links in them.

Persistent cookies are placed on your computer if you select the "keep me logged in" option and allow us to identify you when you return to RTÉ.ie or our apps; persistent cookies expire after 21 days.

See our [Cookies Policy](#) for more information regarding your choices in this regard.

### **Use of your information for targeted advertising**

We may use the information you provide on registration and your browsing history on the website and apps, which we collect through use of cookies, web beacons, device identifiers and IP addresses, to serve advertisements which we think may be of interest to you. We target advertising based on general categories (for example, if you frequently access music pages on the website, we may place you in a category of user who is interested in music). We may allow third parties to serve targeted advertising to you on the website using these general categories.

### **How do you use my information for marketing purposes?**

We and our trusted partners will not use your information to contact you for direct marketing or promotional purposes unless you specifically agree to be contacted for such purposes at the time you submit your information to us, or at a later time if you sign up specifically to receive such promotional information. We will not provide your information to third parties who may contact you for direct marketing or promotional purposes unless you have consented to us giving them your information for that purpose.

If you sign up to marketing communications from RTÉ companies, RTÉ companies may send you information about our products and services which we think may be of interest to you. In this case, we may build up a profile of you based upon what we infer from your usage of the different pages of our website and apps, e.g. by using your RTÉ Sign In account information and combining it with information we collect using your IP address, cookies, web beacons, device identifier, and play data (e.g. what you stream and how long you spend streaming) etc, including the location of your device. For instance, we may use some categories of information (including interest groups, year of birth, gender and region) to tailor the information we send to you. We do this so that we send you content you're interested in, instead of unwanted and irrelevant stuff.

We carefully selected [MailChimp](#) to help us deliver email marketing communications. MailChimp has the TRUSTe's Privacy Seal - TRUSTe is an independent third party that operates a globally recognized privacy trustmark. It is also registered with the Safe Harbor Framework which is overseen by the US Department of Commerce. You should read MailChimp's privacy policy for more information as you agree to this, and the transfer of your information to MailChimp, when you sign up to marketing communications from us.

We'll normally contact you by email, but we may send you marketing texts also if you've given us your mobile number for this purpose.

If you sign up to marketing communications from our trusted partners, we may provide your name and contact details you gave us for marketing (e.g. email or mobile number) to our trusted

partners (such as organisations that are partnering with us in relation to the provision or sponsorship of TV programmes) so that they can send you marketing communications.

To opt out of marketing communications, unsubscribe [here](#). If you opt-out from communications from our trusted partners, we won't share your contact details with them any more. However, you'll still need to directly opt-out from communications from the trusted partners to whom we have already given your information.

When we refer to "RTÉ companies" above, we are talking about Raidió Teilifís Éireann and RTÉ Commercial Enterprises Limited and any of their subsidiary or parent companies from time to time.

### **Disclosures to third parties**

Except as set out in this Statement and the General Privacy Statement, we will not disclose your information to any third party without receiving your prior consent. However, we may disclose your information where required by law.

### **Information**

If you have any questions or queries about this Statement please contact our help desk at [info@rte.ie](mailto:info@rte.ie).