

## **Privacy Notice**

Waterfront Advisory Ltd is committed to protecting the privacy and security of personal data. This Privacy Notice explains how we collect, use, store and share personal data when providing our consultancy services.

This notice applies to clients, prospective clients, business contacts, suppliers, and individuals whose personal data may be processed in connection with the provision of our professional services.

### **1. Who We Are**

Waterfront Advisory Ltd is a professional consultancy firm providing advisory and professional services to organisations across multiple sectors. We are based at Ballynoe House, Ballynoe Cobh Co Cork.

Contact email: [info@waterfrontadvisory.ie](mailto:info@waterfrontadvisory.ie)

If you have any questions about this notice or about how we process personal data, please contact us using the details above.

### **2. What Personal Data We Collect**

Depending on the nature of our relationship with you, we may collect and process the following categories of personal data:

#### **Identity Data**

- Name
- Title
- Employer / organisation name
- Job title

#### **Contact Data**

- email address
- telephone number
- postal address

#### **Professional Information**

- Role within your organisation
- Professional experience and qualifications (where relevant to consultancy engagements)

#### **Client Engagement Data**

- Information relating to consultancy projects
- Communications between Waterfront Advisory Ltd and clients

- Meeting notes, reports and deliverables

### **Technical Data**

When using our website or online services:

- IP address
- Device information
- Website usage data
- Cookies (see our Cookie Notice)

### **Financial and Contract Data**

- Billing contact information
- Payment details
- Contractual records

We do not normally collect special category personal data unless this is necessary for the delivery of a consultancy engagement and permitted by law.

## **3. How We Collect Personal Data**

We obtain personal data through the following sources:

Directly from you

- When you contact us
- When entering into a consultancy agreement
- When participating in meetings or projects

From your organisation

- Where your employer engages us to provide consultancy services

From publicly available sources

- Professional networking sites (e.g. LinkedIn)
- Public company information

Automatically

- Through our website or digital platforms

## **4. Why We Process Personal Data and Our Legal Basis**

We process personal data for the following purposes:

<b>Purpose</b>	<b>Legal Basis</b>
Providing consultancy services to clients	Article 6(1)(b) Contract
Managing client relationships	Article 6(1)(f) Legitimate interests
Business administration and operations	Article 6(1)(f) Legitimate interests
Billing and financial management	Article 6(1)(c) Legal obligation
Complying with legal and regulatory obligations	Article 6(1)(c) Legal obligation
Business development and professional networking	Article 6(1)(f) Legitimate interests
Website analytics and security	Article 6(1)(f) Legitimate interests

Where we rely on legitimate interests, these interests relate to operating and developing our consultancy business while ensuring that the rights and freedoms of individuals are respected.

## **5. Who We Share Personal Data With**

We may share personal data with:

### **Service Providers and Processors**

including:

- IT and cloud service providers
- Document management providers
- Professional advisers (legal, accounting)

These providers process personal data only on our instructions and subject to contractual safeguards.

### **Professional Partners**

Where consultancy engagements involve collaboration with other advisers or experts.

### **Regulators or Authorities**

Where required by law or regulatory obligation.

### **Clients**

Where necessary in order to deliver consultancy services commissioned by a client organisation.

## **6. International Transfers**

In some cases, personal data may be transferred outside the European Economic Area (EEA) where our service providers operate internationally.

Where this occurs, Waterfront Advisory Ltd ensures that appropriate safeguards are implemented, such as:

- EU Standard Contractual Clauses
- Transfers to countries recognised as providing an adequate level of protection

## **7. Data Retention**

We keep your personal data for as long as is necessary for the performance of the contract between you and us and to comply with our legal obligations. If you no longer want us to use your personal data to provide this service to you, you can request that we erase your personal data and close your account with us. Please note that if you request the erasure of your personal data:

- We may retain some of your personal data as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety
- We may retain and use your personal data to the extent necessary to comply with our legal obligations.
- Because we maintain our records to protect from accidental or malicious loss and destruction, residual copies of your personal data may not be removed from our backup systems for a limited period of time.

## **8. Data Security**

Waterfront Advisory Ltd implements appropriate technical and organisational measures to protect personal data, including:

- Secure IT systems
- Access controls
- Confidentiality obligations
- Encryption where appropriate
- Staff training on data protection

## **9. Your Data Protection Rights**

As an individual, under EU law you have certain rights to apply to us to provide information or make amendments to how we process personal data. These rights apply in certain circumstances and are set out below: -

1. The right to access data relating to you ('access right').
2. the right to rectify/correct data relating to you ('right to rectification').
3. The right to object to processing of data relating to you ('right to object').
4. The right to restrict the processing of data relating to you ('right to restriction').

5. The right to erase/delete data relating to you (i.e. the “right to erasure”). and
6. The right to ‘port’ certain data relating to you from one organisation to another (‘right to data portability’).

These rights are not absolute and only apply in certain circumstances. You may exercise any of the above rights by contacting us at [info@waterfrontadvisory.ie](mailto:info@waterfrontadvisory.ie) You may lodge a complaint with your local supervisory authority with respect to our processing of your personal data. The local Supervisory Authority in Ireland is the Data Protection Commission. The website is [www.dataprotection.ie](http://www.dataprotection.ie).

We may use your personal data to send you information relating to our services, events and products which may be of interest to you. If you do not want us to use your personal data in this way, please notify us to that effect [info@waterfrontadvisory.ie](mailto:info@waterfrontadvisory.ie)

## **10. Linked Pages**

Our website or app may offer links to third-party websites, tools, or login services (such as payment gateways). These services are governed by their own privacy notices . When you engage with these features, certain information such as your IP address, browser type, or interaction data may be shared with the third party. We do not control their privacy practices. Where technically possible, we will alert you when you are being redirected outside our platform, and recommend reviewing their privacy terms before proceeding

Please be reminded that different terms and conditions of use will apply to you as a user of these websites. In addition, such websites may not have the same privacy standards Waterfront Advisory Ltd maintains.

## **11, Digital Marketing**

If you are not a customer, you may still opt to receive communications from us which we consider may be of interest to you, by any of the following methods: newsletter, email, and phone calls. You will be asked to opt-in if you wish to receive these. If you wish to be removed from our list (opt-out), at any time, you can do so by clicking on the unsubscribe link at the bottom of each email communication you receive from us. You can also opt out by contacting us at [info@waterfrontadvisory.ie](mailto:info@waterfrontadvisory.ie)

## **12. Business Transfers.**

If Waterfront Advisory Ltd undertake or is involved in any merger, acquisition, reorganization, sale of assets, bankruptcy, or insolvency event, then we may sell, transfer or share some or all of our assets, including your personal data in connection with such transaction or in contemplation of such transaction (e.g., due diligence).

## **13. Changes to This Privacy Notice**

We may update this Privacy Notice from time to time to reflect changes in our services or legal requirements. The latest version will always be available on our website.

#### **14. Contacting us**

Questions, comments, requests and complaints regarding this Notice and your personal data that we hold are welcome and should be addressed to us at [info@waterfrontadvisory.ie](mailto:info@waterfrontadvisory.ie)

All requests will be dealt with promptly and efficiently.

This Notice is effective from March 11<sup>th</sup>, 2026