



Mailjet Privacy Notice

Introduction

UCD fully respects your right to privacy and actively seeks to preserve the privacy rights of those who share information with the University. Any personal information processed by the University will be treated in accordance with the relevant data protection legislation.

This statement relates to Mailjet products in UCD which are provided, hosted and supported by Sinch Email. The relationship between UCD and Sinch Email is a contractual one, which includes special considerations in terms of data protection.

Legal Basis

Consent is the primary legal basis UCD uses to process the personal data you provide to the university in Mailjet. In very limited circumstances as permitted by law and as described below, additional legal bases can apply.

This privacy statement, in conjunction with Mailjet's Privacy Policy, applies to the use of Mailjet by the staff, students and authorised affiliates of UCD. Any data supplied to Mailjet is stored within the European Union (EU) in accordance with the General Data Protection Regulation (GDPR) and processed in accordance with the Data Protection Act 2018 and the ePrivacy Regulations (SI 336 of 2011).

Collection and use of Personal Information

Some data, including personal data, is processed for operational purposes and to manage the user experience. Information on email campaign performance on Mailjet is collected routinely by UCD and by its service provider, Sinch Email, in order to provide an email marketing facility for UCD faculty, staff and students. Mailjet does not collect, use or disclose personal information except to carry out its obligations to UCD. As an email marketing tool, Mailjet allows UCD users to

create email templates and maintain lists of contacts, to whom these email communications are sent. Mailjet collects data on the email contacts and usage information such as date and time of emails being opened. UCD is not responsible for the content of any websites linked from Mailjet communications, nor for personal information disclosed by individuals themselves. All use of Mailjet and associated services must be in accordance with the [UCD IT Services Acceptable Use Policy](#).

Mailjet exchanges data with other systems provided by UCD and third party systems which are integrated into Mailjet. UCD may also collect anonymised data on Mailjet usage for statistical purposes or administrative functions. In exceptional cases permitted by data protection laws, UCD may disclose data without user consent or notice, for example, to law enforcement agencies if it is required to investigate offences, to prevent injury or damage or to comply with a legal obligation.

Email Tracking

Mailjet uses embedded tracking pixels to monitor email campaign performance (open rate and click-through rate of emails). These tracking pixels allow UCD users to view statistics on whether emails have been opened and store limited personally identifiable information: email address, IP addresses and in certain situations geolocation and user-agent. If you disable images in your email client, or if the email is set to plain text instead of HTML, the tracking pixels won't work.

Data Retention

The University will retain your personal data in Mailjet for the sole purposes of sending email communications you have opted to receive, and will remove your data as and when you choose to unsubscribe to these communications.

Your Rights

Pursuant to the ePrivacy Regulations (SI 336 of 2011), Data Protection Act 2018 and the General Data Protection Regulation (GDPR) you have the following

rights:

- Right to access
- Right to rectification
- Right to withdraw consent
- Right to erasure if data is incorrect or no longer needed
- Right to limit or restrict how personal data are used
- Right to data portability
- Right to object to processing
- Right not to be subject to automated decisions
- Right to object to receiving electronic direct marketing and a facility to opt-out must be included with each marketing communication.

Some of these rights are not absolute rights and do not apply in all situations. If you want to make use of your rights, please contact the UCD email sender. If you have concerns about your rights as an email recipient via Mailjet, 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 detail see <https://www.dataprotection.ie>.

This statement should not be construed as a contractual undertaking and does not constitute legal advice.

The University will review and update this statement as appropriate. The latest version of this page will be linked from the [UCD IT Services Privacy Page](#). Therefore, you should revisit this page from time to time.

Version History

Date	Version Control	Approved by
28/2/2024	Privacy statement drafted and signed off	M Lande, UCD IT Services

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