

Blanchardstown Centre Car Parks ANPR Privacy Notice

This Privacy Notice applies to you if you visit Blanchardstown Centre (“the Centre”).

As part of our efforts to continuously improve our car parking facilities and enhance our customers' experience, we want to assess, trial and monitor the traffic management in and out of the Centre car parks.

For this purpose we have installed a number of cameras with ANPR (automatic number plate recognition) technology on all access and exit routes.

ANPR system is also used for statistical information indicating the shopping habits and length of stay of the Centre customers.

The nearest ANPR camera takes a still picture of each registration number plate as the vehicle it belongs to enters and exits the Centre. The system then transmits media and meta-data to a central server which conducts a continuous analysis.

The cameras do not live stream or record any video footage. They do not track individual users. The cameras are configured so that we only receive an image of the registration plate of a vehicle and not the vehicle itself or its occupants, thereby processing the minimum amount of data necessary to achieve its purpose.

Images of registration number plates recorded by the ANPR system are accessible by authorised and nominated personnel only.

The data from the ANPR system is deleted after 30 days unless we have received a request from the Garda for specific information.

We want to reiterate that we are not able to identify any person by using this data. For the purposes of the General Data Protection Regulation (“GDPR”), this data is known as "pseudonymised data". Our use of it is subject to the terms of our privacy notice, a copy of which you can review here <https://blanchardstowncentre.ie/wp-content/uploads/2021/11/2021.07.08-FINAL-Falcon-AM-for-BTC-Privacy-Notice.pdf>.

This scheme is controlled by Blanchardstown Centre.

For further information or to exercise your data protection rights, please contact us at:

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