

Privacy Policy

Woosh Marketing | woosh.ie | Last updated: June 2026

1. Introduction

Woosh Marketing ('we', 'us', 'our') is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect information about you when you visit our website www.woosh.ie or engage with our services. Woosh Marketing is a digital marketing consultancy registered in Ireland, operating under Irish and EU data protection law, including the General Data Protection Regulation (GDPR).

2. Who We Are

Woosh Marketing is the data controller responsible for your personal data. You can contact us at:

Email: info@woosh.ie

Website: www.woosh.ie

Location: Shankill, County Dublin, Ireland

3. What Data We Collect

We may collect the following types of personal data:

Contact information: name, email address, phone number, company name — provided when you fill in our contact or enquiry forms.

Communication data: emails, messages, or other correspondence you send us.

Usage data: information about how you use our website, including IP address, browser type, pages visited, and time spent — collected via Google Analytics.

Marketing data: your preferences regarding receiving marketing communications from us.

4. How We Use Your Data

We use your personal data for the following purposes:

To respond to your enquiries and provide our marketing consultancy services.

To manage our client relationships and deliver agreed services.

To send you relevant information about our services where you have given consent.

To improve our website and understand how visitors use it.

To comply with our legal and regulatory obligations.

5. Legal Basis for Processing

We process your personal data on the following legal bases under GDPR:

Contract: where processing is necessary to fulfil a contract with you or take steps prior to entering a contract.

Legitimate interests: where we have a legitimate business interest in processing your data, such as responding to enquiries.

Consent: where you have given us clear consent to process your data for a specific purpose, such as marketing communications.

Legal obligation: where processing is necessary for us to comply with the law.

6. Google Ads and Analytics

Our website uses Google Analytics and Google Ads tracking to measure website traffic and the performance of our advertising campaigns. This involves the use of cookies and similar tracking technologies. Google may collect data about your visit including pages viewed, time spent on site, and whether you completed a contact form. This data is processed by Google in accordance with their privacy policy. You can opt out of Google Analytics tracking at any time by installing the Google Analytics Opt-out Browser Add-on.

7. Cookies

Our website uses cookies to improve your experience and to support our marketing and analytics activities. Cookies are small text files stored on your device. We use the following types of cookies:

Essential cookies: necessary for the website to function correctly.

Analytics cookies: help us understand how visitors use our site (Google Analytics).

Marketing cookies: used to track the effectiveness of our Google Ads campaigns.

You can control cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of our website.

8. Data Sharing

We do not sell your personal data to third parties. We may share your data with:

Google (Analytics and Ads tracking) — subject to Google's own privacy policy.

Our website platform provider (Wix) — for website hosting and form processing.

Professional advisors such as accountants or legal advisors where necessary.

Any party where we are required to do so by law or regulation.

9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Enquiry data is typically retained for up to 3 years. Client data is retained for 7 years in line with Irish accounting and tax requirements. Website analytics data is retained in line with Google Analytics default retention settings.

10. Your Rights

Under GDPR, you have the following rights regarding your personal data:

Right of access: to request a copy of the data we hold about you.

Right to rectification: to request correction of inaccurate data.

Right to erasure: to request deletion of your data in certain circumstances.

Right to restrict processing: to request that we limit how we use your data.

Right to data portability: to receive your data in a structured, commonly used format.

Right to object: to object to processing based on legitimate interests or for direct marketing.

To exercise any of these rights, please contact us at info@woosh.ie. We will respond within 30 days.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or destruction. Our website is hosted on Wix which provides industry-standard security measures. We use secure email communication and limit access to personal data to those who need it to perform their role.

12. Complaints

If you are unhappy with how we have handled your personal data, you have the right to lodge a complaint with the Data Protection Commission (DPC), the Irish supervisory authority for data protection matters.

Website: www.dataprotection.ie

Phone: +353 (0)761 104 800

13. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated date. We encourage you to review this policy periodically.

14. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us:

Email: info@woosh.ie

Website: www.woosh.ie