



Data Protection Statement

AI Ambassador

Your privacy is important to us and we are fully committed to keeping your personal information safe. This privacy statement is intended to provide you with information about the personal information we collect about you and how that information is used and shared. It also sets out your privacy rights. Please take a moment to familiarise yourself with our privacy practices so that you are fully aware of how and why we are using your personal data.

1. Data Controller

The [Minister for Enterprise, Trade and Employment \(the “Department”\)](#) is a **Data Controller** for the Artificial Intelligence (AI) Ambassador.

This means that we have certain responsibilities when we process or “use” your Personal Data. Part of these responsibilities include that we provide you with information about your personal data. This information is set out in this Data Protection Statement.

2. Our Data Protection Officer

We have appointed a **Data Protection Officer**, Ms. Celyna Coughlan for you to contact if you have any questions regarding this privacy statement, our privacy practices or if you wish to exercise your data rights. Our Data Protection Officer can be reached by e-mail at: dataprotection@enterprise.gov.ie. We value your opinions. Should you have any questions or comments related to this privacy statement, please contact us at: dataprotection@enterprise.gov.ie.

3. What is the AI Ambassador?

The National AI Strategy – *AI: Here for Good*, proposes the appointment of an AI Ambassador. The AI Ambassador will lead a national conversation around the role of AI in our lives, emphasising an ethical and compliant approach. The AI Ambassador will be a member of the Enterprise Digital Advisory Forum and will be supported in their work by the Forum and by the Department of Enterprise, Trade and Employment.

4. Information we may receive in relation to the AI Ambassador

In the context of the appointment of an AI Ambassador, the [Department of Enterprise, Trade and Employment](#) will receive information that has been provided by you as part of the expression of interest process. If you are selected to be appointed as AI Ambassador, we will also use this information to contact you in the context of the role as AI Ambassador and also as a member of the Enterprise Digital Advisory Forum (EDFA) including for example informing about scheduled meetings and other related matters relating to the role. This personal data will include information such as your **name, contact details, e-mail address, job title, and the name of your employer/organisation.**

The reason for receiving this information is set out in Paragraph 5 below.

5. Why are we using your personal data?

We will use your personal data in order to communicate with you in relation to your expression of interest in the context of selecting members to the EDAF. The data you provide will also be used to assess suitability for appointment as AI Ambassador and membership of the EDAF. In order to select candidates from the expression of interest process and to maintain follow-up contact related to the role of AI Ambassador and meetings and work of the EDAF, the [Department of Enterprise, Trade and Employment](#) needs to process your personal data as set out in Paragraph 4 above. It is

for this purpose that the [Department of Enterprise, Trade and Employment](#) will process or “use” your personal data.

6. What is our legal basis for using your personal data?

We are required by data protection law to indicate to you the legal basis which relates to our use of your personal data. These are (as relevant):

1. Article 6(1)(a) [GDPR](#) - the data subject **has given consent** to the processing of his or her personal data **for one or more specific purposes**.

It is important to note that you can withdraw your consent at any time by e-mailing us at: dsmunit@enterprise.gov.ie

You should be made aware however that if you withdraw your consent, we will not be able to contact you in relation to the role of AI Ambassador, and subsequently your appointment and membership of the EDAF may cease.

7. Who has access to the data?

Staff in the [Department of Enterprise, Trade and Employment](#) with responsibility for providing support to the AI Ambassador.

The processing of personal information will be undertaken by officials of the [Department of Enterprise, Trade and Employment](#) for the purposes of selecting a suitable candidate as AI Ambassador from an expression of interest process and for all necessary follow-up and communication with the selected candidate in the context of the role.

Your personal data may also be shared by us with third parties to meet our legal obligations, applicable regulation or other lawful requests.

8. Data storage and retention

The [Department of Enterprise, Trade and Employment](#) stores your personal data securely and will not retain or use your personal information for any longer than is necessary.

The personal information provided by you will be retained securely by the [Department of Enterprise, Trade and Employment](#) for a period of **One Year**.

These personal data will be securely destructed in line with our records management processes upon the completion of the initial commitment of one year.

9. International transfers

We do not transfer your personal data outside the [European Economic Area \(EEA\)](#).

10. Your data rights

You have certain rights under data-protection law in relation to how we use your personal information. You have the right, free of charge, to:

- Request a **copy** of the personal information we hold about you. You can do this by completing a [Subject Access Request](#) (SAR) form. A copy of the form is available [here](#).
- ***Rectify** any **inaccurate** personal information we hold about you. If your personal data is incomplete, you have the right to have data completed, including by means of providing supplementary information.
- **Restrict** processing of your personal information in certain limited circumstances (e.g. if you have contested the accuracy of your personal data, for a period enabling us to verify accuracy).
- Not be subject to a decision which is based solely on **automated processing** where that decision produces a legal effect on you or otherwise significantly affects you. We do not make automated decisions of this nature.

We may take measures to verify your identity. We will do this by reference to copies of acceptable identification documentation supplied by you.

11. Making a complaint

In the first instance, we would ask you to **contact us directly** if you have concerns about how we process your personal data. You can do this by e-mailing us at: dataprotection@enterprise.gov.ie.

You can also [Make a complaint](#) with the [Data Protection Commission \(DPC\)](#) if you have concerns about how we process your personal data.

12. Changes to this privacy statement

We may update this privacy statement from time to time. If we make changes, we will notify you prior to the changes taking effect by posting a statement on our website.

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