

My data protection rights factsheet: Saying “no” to other people using your data

This is known as the right to object. This basically means that you have the **right to tell an organisation that you don't agree with them using your data and to ask them to stop**. There are certain times when you can use this right and when you can't. For example, if a company is using your personal data to send you information by email or post about products they're trying to sell to you, you can tell them to stop whenever you want.

I don't understand. If I don't want an organisation using my data then surely they need to stop?

It's important to understand that not all organisations need your permission to use your data. Some organisations have a duty to keep your data, like the government. Other organisations might have a really good reason to use your data without asking for your permission in some circumstances. An example might be the CCTV cameras at your local shopping centre. The shopping centre doesn't need to ask visitors for permission to record them through CCTV as the cameras are needed to prevent things like crime and keep customers and staff safe. When it comes to children, organisations have to take extra care and make sure that their reason for using personal data doesn't cause any harm whatsoever to children.

Saying “no” to important decisions being made only by computers

Decisions made entirely by computers happen so often when we go online that we barely notice them. For example, the content that we see when we're scrolling through social media feeds or the ads that we see when we open a new webpage are the result of decisions by computers that are made based on our personal data.

Why is this important?

Because data protection law says that **any important decisions that are made based on your personal data must have real people involved**. Examples of important decisions could be an application for a loan from a bank, a job application or a university application. If you are worried that an organisation has made an important decision about you using only computers with no humans involved, you have the right to have that decision explained to you, to ask questions about the decision and to have a real live person get involved in making the decision. If you are still not happy, you can complain to the DPC.

How do I make a complaint to the DPC?

The best way to make a complaint to the DPC is to fill out the “raise a concern” webform which you'll find on our website. A member of the DPC will then get in touch with you about your complaint. You can also call one of our helplines or send us your complaint by post if you prefer. You can find more information about how to contact us on our website at: <https://www.dataprotection.ie/en/contact/how-contact-us>

What data protection rights do I have?

You can find more information about all your data protection rights on the DPC's website: <https://www.dataprotection.ie/en/dpc-guidance/childrens-data-protection-rights>