

Privacy Notice for Drone Innovation Partnership Project

Introduction:

As a part of Research Ireland's co-funded 'Drone Innovation Partnership' project NUI Maynooth ("Maynooth University", "MU", "We", "Our" or "Us") has partnered with the Irish Aviation Authority (IAA), and Dublin City Council ("DCC") to better understand the emerging use of drones in Dublin city. The project investigates how the Drone Ecosystem comprising drone regulation, technology, operations, services and applications can be rolled-out across cities and busy urban environments in a fair, accessible and transparent way.

Part of the project involves testing and demonstrating novel platforms (e.g. drones), technologies and sensors to improve activities routinely undertaken by Public Agencies and Local Authorities – such as Search and Rescue with the Dublin Fire Brigade (DFB), and Dangerous Building Inspections with Dublin City Council.

This Privacy Notice describes how we will use drone data, as part of a Project Demonstrator, to support a pre-planned Search and Rescue mission along with the River Liffey with the Dublin Fire Brigade on July 31st 2025. MU are the Data Controllers and Data Processors.

We are fully committed to safeguarding all personal data we handle and adhering to our responsibilities under Data Protection Law. This privacy notice is provided to you in line with our obligation under the General Data Protection Regulation (GDPR) and Data Protection Acts 1988 to 2018.

Being transparent about how we process your personal data is important to us. Therefore, through this privacy notice we aim to keep you informed about data processing activities carried out by us as a part of this project.

What personal data do we process?

On July 31st 2025 we will control and collect the following types of data:

- Flying direction
- Flying altitude
- Flight duration
- RGB imagery
- RGB video
- Thermal imagery
- Thermal video

How do we use the data?

MU project personnel will have access to the data collected on July 31st 2025. We have undertaken a series of mitigations to minimise the potential collection of Personally Identifiable Information (PII), such as faces, these include

- a) Using thermal imagery whenever possible instead of RGB optical imagery
- b) Implementing a minimum flying height to ensure low resolution of imagery containing people (e.g. 40 metres above sea/ground level)
- c) Pre-planning flight trajectories to ensure the drone Field of View (FOW) avoids people on the ground and focuses on the River Liffey as much as possible.

We will use this data to investigate questions such as

- 1) How quickly did the drone-based Search and Rescue mission locate the person in distress?
- 2) How accurate was the location provided to the Swift River Rescue team?
- 3) Could the live drone data be streamed effectively to DFB teams at Head Quarters?
- 4) Does live drone data enable key decisions to be made by the DFB in a more timely and cost effective manner?

Addressing these questions will allow the Dublin Fire Brigade to better assess their requirements (Personnel, Technology, Training) related to drone technology in the future.

What is the DFB's lawful basis for processing your personal data?

The Dublin Fire Brigade rely on the following lawful grounds to process your personal data:

- processing is necessary for the performance of a task carried out in the public interest and in the exercise of official authority vested in the DFB.

Who will MU share your personal data with?

The data collected will be shared with the Dublin Fire Brigade. A data sharing agreement will be signed between MU and DFB prior to any transfer of data. Data will be shared via secure data transfer methods by MU to DFB.

Do MU transfer your data outside the EEA?

Data collected by MU are stored on MU-managed Azure servers in Ireland & EU. The data will not be transferred outside the EEA.

How do we protect your personal data?

MU employees have a legal duty to keep your data confidential and safe. We have implemented appropriate technical and organisational measures to prevent your

personal data from being accidentally lost, used or accessed in an unauthorised way, altered or accidentally disclosed. These measures include, but are not limited to, policies and procedures, threat detection devices, access control and password protection. MU employees working on this project have also completed GDPR training.

How long do we retain your data?

MU will retain datasets for data analysis purposes for the duration of the project (May 2026). Upon project completion, the data will be securely deleted. Research outputs such as published academic journals or project publications will be available beyond the project end date. No personal data will be presented in these publications.

Will you be subject to profiling or automated decision making?

You will not be subjected to profiling or automated decision making.

What are your rights as a data subject?

As a data subject, you have the following rights under data protection law:

- Right to access your personal data,
- Right to have any incorrect personal data rectified,
- Right to have your personal data erased (where appropriate),
- Right to object or restrict processing of your personal data (where appropriate),
- Right to request for transfer your data to another organisation and
- Right not to be subjected to automated decision making and profiling.

If you wish to exercise any of the above rights, please contact our Data Protection Officer using the contact details below:

Email: dataprotection@mu.ie

Postal Address: Maynooth University, Maynooth, County Kildare

In addition to the above-mentioned rights, you also have the right to lodge a complaint with a supervisory authority, which in Ireland is the Data Protection Commission using the following contact details:

E-mail: info@dataprotection.ie

Telephone: +35 376 110 4800

Fax: +353 57 868 4757

Postal Address: Data Protection Commission, Canal House, Station Road, Portllington, Co. Laois R32 AP23 or 21 Fitzwilliam Square Dublin 2, D02 RD28

Changes to the Privacy Notice

We may modify or update this privacy notice from time to time (e.g. if the law changes or we wish to provide you with additional information). Please review this privacy notice

from time to time to check whether we have made any changes to the way in which we use your personal data.

Acknowledgements

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