

Privacy Policy

Last updated: (28 September 2026)

Clarity Queen Limited, trading as The Chain Reaction™ (“we”, “us” or “our”), operates the website www.thechainreaction.ie. Clarity Queen Limited is the data controller responsible for personal data processed through this website and our services. We are registered in Ireland under company number 821163.

We may update this Privacy Notice from time to time, so we encourage you to review it periodically.

This Privacy Notice explains how Clarity Queen Limited, trading as The Chain Reaction™, collects, uses, stores and protects your personal data when you visit our website, make an enquiry or engage with our services. It also explains your rights in relation to your personal data and how you can exercise those rights.

DATA WE COLLECT

While using our site, we may ask you to provide us with certain personal data that can be used to contact or identify you (“Personal Data”). Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number

For prospective and existing clients, we may also collect information necessary to assess and provide our services. This may include information about your business, your role within the business, business objectives, operational challenges and other information you choose to provide to us.

In providing our services, we may also have access to confidential business information, including financial, operational, employee, supplier, customer, systems and process information. Where this information contains personal data, we will process that personal data in accordance with this Privacy Notice and applicable data protection law.

Information Collected Automatically

When you visit our website, certain information may be collected automatically through cookies and similar technologies. This may include information about your device, browser, IP address, how you interact with the website and how you arrived at the website. We may use this information to operate the website, understand how it is being used, improve its performance and maintain security.

- **Log and device data.** When you visit our website, certain technical information may be collected automatically, including your IP address, browser type, device type, operating system, referring website and information about how you interact with our website.
- **Cookie data.** We may use cookies and similar technologies to operate our website, remember your preferences and understand how visitors use the website. Where required, non-essential cookies, such as analytics or marketing cookies, will only be used with your consent. You can manage your cookie preferences through the cookie settings available on our website.

HOW WE USE YOUR INFORMATION

We may use information that we collect about you to:

- **Provide our services.** We may use your personal data to respond to enquiries, assess whether our services are suitable for your needs, provide consultancy or workshop services, manage our relationship with you and fulfil our contractual obligations.

Operate and improve our website and services. We may use information about how our website and services are used to understand their effectiveness, improve the user experience and develop our services.

- **Communicate with you.** We may use your personal data to respond to enquiries, communicate with you about our services, manage our relationship with you and send important service-related information.

- **Marketing communications.** Where permitted by law, or where you have provided your consent where required, we may send you occasional marketing communications about The Chain Reaction™, our services, workshops, insights or other information that may be relevant to you. You can opt out of marketing communications at any time using the unsubscribe link in our emails or by contacting us.

We also may use your information to manage our business or perform functions as otherwise described to you at the time of collection.

Sharing and Disclosure

We do not sell your personal data. We may share personal data with trusted third-party service providers where necessary to operate our business, provide our services, manage client relationships, process payments, communicate with you, operate our website or comply with our legal obligations.

Third-party service providers. We may use trusted third-party providers to support the operation of our business and delivery of our services. These may include website hosting and technology providers, customer relationship management (CRM) systems, email and communication providers, accounting and payment providers, scheduling tools and analytics providers. These providers may process personal data on our behalf only where necessary to provide their services to us.

Analytics: Specifically for analytics providers, we use Google Analytics Google Analytics which is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://www.google.com/intl/en/policies/privacy/> Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

Payment Providers. Where you book and pay for services through our online booking system, payment is processed by third-party payment providers. We do not store or collect your payment card details. Payment information is provided directly to the relevant payment provider and is processed in accordance with that provider's own privacy notice. The payment processors we work with are:

Our payment providers may include:

Stripe – Please [view their privacy policy here](#)

Paypal – Please [view their privacy policy here](#)

Legal obligations and protection of rights.

We may disclose personal data where necessary to comply with applicable law, regulation, legal process or a lawful request from a public authority. We may also disclose information where reasonably necessary to protect our legal rights, prevent or investigate fraud or other unlawful activity, or protect the rights and safety of others.

Business Transfers.

If Clarity Queen Limited is involved in a merger, acquisition, sale, restructuring or transfer of all or part of its business or assets, personal data may be transferred as part of that transaction. Where this occurs, we will take appropriate steps to ensure that personal data continues to be protected in accordance with applicable data protection law.

Links to Other Sites

Our website may contain links to websites operated by third parties. If you follow a link to another website, that website will have its own privacy practices and policies. We are not responsible for the privacy practices, content or security of third-party websites, and we encourage you to review their privacy notices before providing personal data.

Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including providing our services, managing our relationship with you and meeting our legal, accounting and regulatory obligations.

The length of time we retain information will depend on the nature of the information and the purpose for which it is held. When personal data is no longer required, we will securely delete or anonymise it, unless we are required by law to retain it for a longer period.

Choices and Individual Rights:

We aim to take reasonable steps so you can correct, amend, delete or limit the use of your Personal Data.

Your Data Protection Rights

Under applicable data protection law, you may have the right to:

- **Access** the personal data we hold about you and request a copy of it.
- **Rectify** personal data that is inaccurate or incomplete.
- **Request deletion** of your personal data in certain circumstances.
- **Restrict processing** of your personal data in certain circumstances.
- **Object to processing** of your personal data in certain circumstances, including where personal data is used for direct marketing.
- **Data portability**, where applicable, allowing you to receive certain personal data you have provided to us in a commonly used, machine-readable format.
- **Withdraw consent** at any time where we rely on your consent to process personal data.

Withdrawal of consent will not affect the lawfulness of processing carried out before consent was withdrawn.

We may need to verify your identity before responding to a request. To exercise any of these rights, please contact us using the contact details provided below.

You also have the right to make a complaint to the **Data Protection Commission in Ireland** if you have concerns about how we process your personal data.

Security

We take reasonable technical and organisational measures to protect personal data against accidental or unlawful loss, misuse, alteration, unauthorised access or disclosure. However, no method of transmitting or storing information can be guaranteed to be completely secure, and we cannot guarantee absolute security.

Children's Privacy

Our website and services are intended for businesses and are not directed at children. We do not knowingly collect personal data from children under the age of 16. If you believe that a child has provided personal data to us, please contact us so that we can take appropriate steps to remove it.

Changes to the Policy

We may update this Privacy Notice from time to time to reflect changes in our services, business practices or legal obligations. Any updates will be posted on this page, and the “Last updated” date will be revised accordingly. Where appropriate, we may also notify you of significant changes.

Contacting Us

If you have any questions about this Privacy Notice, how we process your personal data, or if you wish to exercise any of your data protection rights, please contact:

Clarity Queen Limited, trading as The Chain Reaction™

Email: info@maureenocallaghan.com

Cookies Policy

Last updated: 28 September 2026

Clarity Queen Limited, trading as The Chain Reaction™ (“we”, “us” or “our”), uses cookies and similar technologies on www.thechainreaction.ie.

This Cookie Policy explains what cookies are, the types of cookies we may use, why we use them and how you can manage your cookie preferences. Where required, we will ask for your consent before placing non-essential cookies on your device.

What are cookies?

Cookies are small text files that are placed on your computer, smartphone or other device when you visit a website. They allow websites to recognise your device, remember certain information about your visit and help the website function effectively.

Cookies may be session cookies, which are deleted when you close your browser, or persistent cookies, which remain on your device for a specified period or until you delete them.

How We Use Cookies

We may use the following categories of cookies on our website:

Strictly necessary cookies. These cookies are necessary for the website to function properly and cannot generally be switched off. They may be used for purposes such as website security, remembering your cookie preferences and enabling essential website functionality.

Analytics cookies. These cookies help us understand how visitors use our website, for example which pages are visited and how visitors navigate the site. This information helps us understand and improve the performance of our website. Analytics cookies will only be used where you have provided consent, where required.

Marketing cookies. If we use advertising or marketing technologies, these cookies may be used to understand the effectiveness of our marketing or to provide more relevant advertising. These cookies will only be used with your consent, where required.

Third-Party Cookies

Some cookies may be placed by third-party service providers that we use to support our website and services. These may include analytics, booking, payment or other technology providers. Third-party cookies are subject to the privacy and cookie policies of the relevant provider.

Where third-party cookies are not strictly necessary for the operation of the website, they will only be used with your consent, where required.

Managing Your Cookie Preferences

When you first visit our website, you may be given the option to accept or reject non-essential cookies through our cookie consent tool. You can change or withdraw your consent at any time using the cookie settings available on our website.

You can also manage or delete cookies through your browser settings. Please note that disabling strictly necessary cookies may affect the functionality of the website.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

AllAboutCookies...

Network Advertising Initiative...

Changes to this Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in the cookies and technologies used on our website or changes in applicable requirements. Any updates will be posted on this page and the “Last updated” date will be revised accordingly.

Contact Us

If you have any questions about this Cookie Policy or our use of cookies, please contact:

Clarity Queen Limited, trading as The Chain Reaction™

Email: info@maureenocallaghan.com