

The Museum of The Broads Privacy Policy

Last updated: May 2018

1. Who we are

The Museum of The Broads (the museum) is a company limited by guarantee (2917725) and a registered charity (1036734). Our address is The Poor's Staithe, Stalham, Norwich, Norfolk NR12 9DA. Please address any questions, comments and requests regarding our data processing practices to our curator: curator@museumofthebroads.org.uk

2. The personal data we collect

The data we collect is generally limited to contact details (name, postal address, email address and phone number), but may also include:

- your title, gender and date of birth
- family and spouse/partner details, relationships to other donors and/or members
- contact preferences
- Gift Aid status
- details of correspondence sent to you, or received from you
- employment information and professional activities
- any other information provided by you

For volunteers, we may collect next-of-kin and medical details. We also use security cameras which record images of people.

3. What we use data for

We may use data for the following purposes:

- Mailings relating to news, events, membership, fundraising, products and the museum's general activities
- For market research purposes, e.g. sending you surveys
- Data screening and cleansing, to check if we have accurate contact details for you.
- To record consent, e.g. consent to use a photo of you in our marketing.
- Collections data, to enhance the understanding and educational value of our collection with information pertaining to its former use, ownership or history, including donor details. This information is part of our public catalogue. Donating an object or information to the museum comes with an expectation that relevant information (information which enhances understanding of an object or document) may be made publicly accessible.

4. Legal basis of processing main types of information

| Type of information | Purpose used for | Legal basis of processing |
|--|---|--|
| Museum "Friends" name, address, email | Managing the members of the museum company | Legal obligation |
| Museum "Friends" name, address, email | Newsletters and other museum related information | Purposes of our legitimate interests in operating the museum |
| Volunteers' name, address, email | Managing the operations of the museum | Purposes of our legitimate interests in operating the museum |
| Visitors' Gift Aid information: Name, address etc. | Gift Aid claim | Legal obligation |
| Employee records, including gender, date of birth etc. | Payroll and HR | Legal obligation |
| Trustees name, address, date of birth etc. | Manage trustees as required by Charity Commission | Legal obligation |

| | | |
|--|---------------------------------------|--|
| Management committee members' name, address, email | Managing the operations of the museum | Purposes of our legitimate interests in operating the museum |
| Artefact donors' names etc. | Record of origin of exhibits | Legal obligation |
| Security camera images | Security of the museum | Purposes of our legitimate interests in operating the museum |

5. How we protect your personal data

- 5.1. We will not transfer your personal data outside the EEA (European Economic Area) without your consent.
- 5.2. We have implemented generally accepted standards of technology and operational security in order to protect personal data from loss, misuse, or unauthorised alteration or destruction.
- 5.3. Please note however that where you are transmitting information to us over the internet this can never be guaranteed to be 100% secure.
- 5.4. For any payments which we take from you online we will use a recognised online secure payment system.
- 5.5. We will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

6. Who else has access to the information you provide us?

- 6.1. We will never sell your personal data. We will not share your personal data with any third parties without your prior consent (which you are free to withhold) except where required to do so by law (e.g. Gift Aid) or as set out in the table above or paragraph 6.2 below.
- 6.2. We may pass your personal data to third parties who are service providers, agents and subcontractors to us for the purposes of completing tasks and providing services to you on our behalf (e.g. to print newsletters and send you mailings). However, we disclose only the personal data that is necessary for the third party to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own purposes.

7. How long do we keep your information?

- 7.1. We will hold your personal data on our systems for as long as you are connected with the museum and for as long afterwards as is necessary to comply with our legal obligations. We will review your personal data every year to establish whether we are still entitled to process it. If we decide that we are not entitled to do so, we will stop processing your personal data except that we will retain your personal data in an archived form in order to be able to comply with future legal obligations e.g. compliance with tax requirements and exemptions, and the establishment, exercise or defence of legal claims.
- 7.2. We securely destroy all financial information once we have used it and no longer need it.

8. Your rights

8.1. You have rights under the GDPR:

- to access your personal data
- to be provided with information about how your personal data is processed
- to have your personal data corrected
- to have your personal data erased in certain circumstances
- to object to or restrict how your personal data is processed
- to have your personal data transferred to yourself or to another business in certain circumstances.

8.2. You have the right to take any complaints about how we process your personal data to the Information Commissioner:

<https://ico.org.uk/concerns/>
Tel: 0303 123 1113.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF