

Sherborne Museum

Data Protection Policy - December 2018



# SHERBORNE museum

**DATA PROTECTION POLICY**

**December 2018 – December 2021**

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## **Mission Statement**

*Our mission is to increase public awareness, appreciation and understanding of Sherborne's natural, historic and cultural heritage through the acquisition, preservation and display of a unique collection of items that are particularly relevant to the area.*

*We will play an active role in the community, creating a centre of inspiration, education and enjoyment for all, while providing excellent standards of customer service. We will endeavour to reduce all physical, cultural, social, intellectual, financial and psychological barriers to access. Bearing in mind our commitment to future generations, our policies will be governed by the principles of resilience and sustainability and governed by the Museum Association's Code of Ethics.*

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## Introduction

This policy explains how and why we use your personal data, so you can make sure you stay informed and be confident about giving us your information.

The privacy and security of your personal information is extremely important to Sherborne Museum. We never sell or pass on your personal data with the exception of those occasions when we might be required to pass information to authorities for legislative or law enforcement reasons. We will only share it when it's necessary, and the privacy and security of your data is assured.

## 1. Who are 'we'?

In this notice, whenever you see the words 'we', 'us', 'our' or 'Museum' it refers to Sherborne Museum. The Museum is a Charitable Incorporated Organisation (CIO) registered with the Charity Commission. We are a 'data controller' under Data Protection Law. We are entered in the Information Commissioner's Register of Data Controllers with registration number ZA336942.

## 2. What personal data do we collect?

We collect and use your personal data (any information which identifies you, or which can be identified as relating to you personally) in connection with specific activities such as membership administration, donations, loans, volunteering, collections management and documentation, conducting research and ordering photographic images.

This data will include name, title, address, date of birth, age, gender, employment status, email address, telephone numbers. Your data may be collected by us either when you fill in a form or when you correspond with us by letter, phone or email.

### Why do we collect personal data?

We ask for your data to fulfil our 'legitimate interests' in the running of our organisation:

#### Membership:

- When you join the Museum as a member, we ask for contact details for administration and communication. This information comprises: name, home address, email address, phone number(s) and gift aid declaration (if applicable). You will also tell us your preferred options in terms of how we communicate with you.
- Financial information (your payment choice (cheque, direct debit or bank transfer), and whether subscriptions are gift-aided).

#### Gifts and donations:

- If you decide to donate a sum of money to the Museum then we'll keep records of when and how much, and whether your donation is gift-aided.
- When you donate an item to the Museum we ask for contact details to enable us to complete a legal Transfer of Title. These details provide a record of the donor and also essential information regarding the provenance of the item.

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- When you lend an item to the Museum we ask for contact details to allow us to remain in touch for the duration of the loan, and as a record of the legal contract you have with us.

## Volunteering:

- When volunteer stewards join the Museum we need contact details so that we can manage the rota.
- When you choose to volunteer with the Museum in any other role, we need contact details so we can contact you about the work you do, or in case of emergency, as an emergency key holder for instance.
- We may collect extra information about you (e.g. references, criminal records checks (DBS), details of emergency contacts, etc.). We may also collect personal data such as ethnic origin and information about disability to ensure that we are meeting our inclusion and accessibility obligations. This information will be retained for legal or contractual reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

## Other:

- We process photograph requests and research enquiries. For this we take only essential contact information and keep it no longer than required to process the request/enquiry.
- If you decide to adopt an object under our 'Adopt an Object scheme' we will take your personal details to remain in contact with you for the duration of your contract with us, and to administer payments.

## 3. How we use your personal data

We'll only use your personal data on relevant lawful grounds as permitted by the EU General Data Protection Regulation (GDPR) UK Data Protection Act and Privacy of Electronic Communication Regulation. Personal data provided to us will be used for the purpose outlined above in a transparent manner at the time of collection or registration where appropriate, in accordance with any preferences you express. You can choose how you want to receive these communications (by email, post or phone).

Below are the main uses of your data, which depend on the nature of our relationship with you.

### **Marketing communications:**

We will use your details to keep in touch about things that may matter to you but we will only send you marketing information if you agree to receive it. This information may be about visiting the Museum, volunteering with us, membership, events and activities, conservation work and fundraising.

### **Membership:**

We use the personal data you provide as a member to service your membership and send you relevant information regarding events, AGM and membership renewal.

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## **Fundraising, donations and legacy pledges:**

If you make a monetary donation, we'll use personal information you give us to record the nature and amount of your gift, claim gift aid if you're eligible and to thank you for your gift.

If you tell us you want to fundraise to support our cause, we'll use the personal information you give us to record your plans and contact you to support your fundraising efforts.

If we have a conversation or interaction with you (or with someone who contacts us in relation to your will, for example your solicitor), we'll note these interactions throughout your relationship with us, as this helps to ensure your gift is directed as you wanted.

## **Management of volunteers:**

We use your personal data to manage your volunteering from your initial enquiry to when you stop volunteering, for example notifying you about your shift rota or sending out instructions.

## **Events management:**

We use personal data for taking event bookings and ticket sales. We will send you tickets or notify you that they are ready for collection.

## **CCTV:**

The Museum has Closed Circuit Television (CCTV) to provide security and protect our visitors and volunteers, and you may be recorded when you visit. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is stored for a period of time after which it is over-written. The Museum complies with the Information Commissioner's Office CCTV Code of Practice and we put up notices so you know when CCTV is used.

## **4. Online data and our website**

### **Cookies:**

Cookies are small text files stored on your computer when you visit certain websites. We use first-party cookies (cookies that we have set, that can only be read by our website) to personalise your online experience. We also use third-party cookies (cookies that are set by an organisation other than the owner of the website) for the purposes of website measurement and targeted advertising. You can control the use of cookies yourself via your browser.

### **Links to other websites:**

Our website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and privacy notices and that we don't accept any responsibility or liability for their policies.

### **Automatically collected data:**

We use third parties to process data on our behalf, but only where we are confident that the third party will treat your data securely, in accordance with our terms and in line with

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the requirements set out in the GDPR. These organisations are governed by their own Privacy Policies which can be viewed on their websites.

- 'Mailchimp' - for administering our mailing list. They will be given your email address for this purpose. [URL: <https://mailchimp.com/>]
- 'Visitor Verdict' - for collecting feedback. It is your choice to give them your email address for this purpose; it is not obligatory. We destroy email addresses once they have been sent to Visitor Verdict. [URL: <https://www.bva-bdrc.com/privacy-policy-2/>]

## 5. Keeping your information

We will only use and store your information for as long as it is required, depending on the purposes for which it was collected and sometimes, statutory legal requirements. We will keep your information physically secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage.

### **Storage of information:**

Your personal data is stored in the following ways:

- Electronically on computer and in paper format in a locked cupboard in the main office. The office is accessed by keypad entry and computers are password-protected.
- Membership information is held electronically by the Membership Secretary and is password protected.
- Emergency contact details for stewards are kept in a locked cupboard at the reception desk.

### **Disclosing and sharing information:**

Personal data collected by us may be shared with the following groups:

- Museum volunteers, where appropriate for operational reasons
- Visitor Verdict – for collecting feedback
- MailChimp – for membership mailings

We may, on occasion, be required to pass information to authorities for legislative or law enforcement reasons.

### **Retention and disposal of personal data:**

We will not keep personal data for any longer than is absolutely necessary. Paper-based data will be disposed of by shredding. Electronic records will be deleted from our computers. While the length of time we retain records will necessarily vary depending on specific purposes, the main parameters are as follows:

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<b>Personal data type</b>	<b>Storage duration</b>
Membership forms and data	Membership data will be retained until the end of the year in which a subscription is resigned or lapsed.
Name/address of donor	Data on donors is stored for perpetuity as part of the object history file and transfer of title information.
Name/address of lender	Data related to loans will be stored for perpetuity as part of the object history file.
Volunteer data	Retained for 1 year after resignation or termination of contract for safeguarding and reference request purposes.
Financial records	7 years for HMRC tax, VAT and Gift Aid inspection purposes.
Research requests and photographs	Until the request has been completed; a record of the photograph(s) and research topic may be retained, but not the individual associated with it.
Adopt an Object donor	Data will be retained for the length of your contract with us.
Miscellaneous correspondence	Data is kept for operational purposes only and at the Museum's discretion. Correspondence related to donations and loans will be kept is stored for perpetuity as part of the object history file.

## 6. Updating your data and marketing preferences

If, at any time, you want to update or amend your personal data or marketing preferences please contact us in one of the following ways:

**Email:** [membership@sherbornemuseum.co.uk](mailto:membership@sherbornemuseum.co.uk) OR [info@sherbornemuseum.co.uk](mailto:info@sherbornemuseum.co.uk) with your full name and full address

**Telephone:** 01935 812252

**Post:**

Sherborne Museum  
Church Lane  
Sherborne  
Dorset  
DT9 3BP

## 7. Your data protection rights

**Subject access rights:**

If you would like further information on your rights or wish to exercise them, please contact us at the address shown above. You will be asked to provide the following details:

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- The personal information you want to access
- The date range of the information you wish to access

We will also need you to provide information that will help us confirm your identity. If we hold personal information about you, we will give you a copy of the information in an understandable format. We will respond to your request as soon as possible. Please allow additional time for more complex requests.

**What to do if you're not happy:**

In the first instance, please talk to us directly using the contact information above so we can try to resolve any problem or query. You also have the right to contact the Information Commissions Office (ICO) if you have any questions about Data Protection. You can contact them using their helpline 0303 123 113 or at [www.ico.org.uk](http://www.ico.org.uk).

## **8. Changes to this Privacy Notice**

We'll amend this privacy notice from time to time to ensure it remains up-to-date and reflects how and why we use your personal data and new legal requirements. Please visit our website to keep up to date with any changes.