

# **Ely Museum CIO Privacy Policy**

**This policy was agreed: May 2018**

This policy was amended June 2018 (to add details of MailChimp)

**Next review date: May 2021**

## **Who We Are:**

Ely Museum

The Old Gaol

Market Street

Ely, Cambridgeshire

CB7 4LS

Ely Museum is a Charitable Incorporated Organisation. Our registered charity number is 1156024

## **Why do we collect information?**

We collect information to provide services or goods and to use as part of our function as a museum and community facility. We only collect information that we need, or that is useful to us in our aim to provide the best possible service.

## **What information do we collect about you?**

We collect the personal data that you provide when you interact with us, such as becoming a volunteer, attending a pre-booked event, joining the Friends organisation, signing up to be kept informed of events or updates, making a collections enquiry, requesting information about events or tickets, filling in a survey, giving us a donation, filling in a Gift Aid form, applying for a job, or signing up for the Shopmobility Scheme.

We collect information about you through third parties if you donate via Charity Donation websites such as My Donate or the Charities Aid Foundation.

We also collect information about you if you use our website or interact with us on social media.

Personal information we collect may include:

- Your name, title, gender and date of birth
- Postal address, email address and phone number
- Family details and relationships to other visitors or donors
- Ticket purchase and event attendance
- Contact preferences
- Gift information, including Direct Debit bank details where applicable
- Gift Aid status
- Details of any correspondence sent to you or received from you
- Any other information provided by you at the request of Ely Museum

When we ask you to provide your personal information we will let you know why we are asking and how we will use your data and will direct you towards this policy.

### **How will we use the information about you?**

Your information may be used by the museum for the purposes listed below depending on your relationship with the museum and your indicated preferences:

- Send you news and updates about the museum by e mail, post or telephone.
- Inform you of events and exhibitions.
- Send you fundraising information by email or post.
- Relevant information based on your relationship with the museum.
- Aggregated data analysis such as monitoring visitor statistics or the effectiveness of communications, including email tracking.
- Send you surveys for market research purposes. This data is used in an aggregated and anonymised form.

The museum does not disclose personal data to any third party or external organisation, other than data processors carrying out work on our behalf and acting on our instructions. Your data will never be passed or sold to any third party for any other purpose unless required by law.

We use MailChimp as our marketing automation platform. By subscribing to our mailing list, you acknowledge that the information you provided will be transferred to MailChimp for processing in accordance with their Privacy Policy and Terms which can be found on their website: <https://mailchimp.com/legal/privacy> and <https://mailchimp.com/legal/terms>.

### **What will Ely Museum send to you?**

Depending on your relationship with us and your preferences we would like to send you newsletters, information about events and exhibitions, and any other information we might feel you would be interested in.

You can opt-in by signing up for updates and information, and can opt out at any time by emailing [admin@elymuseum.org.uk](mailto:admin@elymuseum.org.uk)

When joining as a volunteer or Friend you can indicate your communication preferences on the application form.

There are some communications we are contractually obliged to send you regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This includes Direct Debit confirmations, thank you letters, renewal reminders, queries regarding returned mail or bounced Direct Debit payments.

### **How will we store this information?**

While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under our control, we use our best efforts to try to prevent this.

All our staff and volunteers, who have access to and process personal data, are legally obliged to respect the confidentiality of personal data. We have procedures in place for the secure collection and storage of this data and to minimise who has access to it.

We only keep your information for as long as we need it to provide you with the goods, services or information you have requested, to administer your relationship with us, to comply with the law or to ensure we do not communicate with people who have asked us not to. We will securely dispose of this information when we no longer need it.

### **Access to your information and correction**

You can ask us if we are keeping any personal data about you and you can also request to receive a copy of that personal data. This is called a Subject Access Request.

To make a Subject Access Request you will need to provide adequate proof of identity such as a copy of your passport, birth certificate or driving licence before your request can be processed. There will usually be no charge for this service. Please try to be as clear as possible about the information you are seeking.

Once we have received your Subject Access Request and proof of identity, you will receive a response from us within 40 days and you will be able to get copies of any information we hold on you. However, exemptions to disclosure may apply in some circumstances.

Subject Access Requests should be sent to:

Curator  
Ely Museum  
The Old Gaol  
Market Street  
Ely, Cambridgeshire  
CB7 4LS

Email: [admin@elymuseum.org.uk](mailto:admin@elymuseum.org.uk)

At any time you may request that we delete or correct your personal information. If you wish to correct any information on you held by Ely Museum, simply contact [admin@elymuseum.org.uk](mailto:admin@elymuseum.org.uk). We periodically check and review your data to see if we have accurate contact details for you. You may, therefore, be contacted by us as part of this review.

You also have “a right to be forgotten.” The broad principle underpinning this right is to enable an individual to request the deletion or removal of personal data where there is no compelling reason for its continued processing. If you wish to exercise this right please contact the curator at the above address.

### **Cookies**

Cookies are text files placed on your computer to collect standard internet log information and website visitor behaviour information. The information is used to track visitor use of our website and to compile statistical reports on website activity.

You can set your browser to not accept cookies and you can also remove cookies from your computer. However, in a few cases some of our website features may not function as a result.

### **Changes to our Privacy Policy**

The policy complies with the General Data Protection Regulation (GDPR) and we are the Data Controller within the meaning of the Regulation.

Please note any electronic communication will be made in accordance with the Privacy and Electronics Regulations (PECR)

Our privacy policy is periodically reviewed and we may make changes to it. Any changes made will be incorporated into a revised policy and posted on our website or via email links together with the date of the change. This privacy policy was last changed on 2/5/18.

### **How to get in touch with us**

If you have any comments on our privacy notice, or information we hold about you please contact us:

- by email to [admin@elymuseum.org.uk](mailto:admin@elymuseum.org.uk)
- or write to us at Ely Museum, The Old Gaol, Market Street, Ely, Cambridgeshire CB7 4LS.

If you are not satisfied with any aspect of the way we have handled your information you have the right to complain. Please write, in the first instance, to the Chairman of the Trustees at the above address giving the details of your complaint.

Please note there is a template letter on the Information Commissioner Office website (See raising a concern with an organisation), which it is suggested you follow as it gives the detail of the information we would need from you to address your complaint.

If you are still not satisfied with our response you have the right to complain to the Information Commissioner's Office, <https://ico.org.uk>, or Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire

SK9 5AF. Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.