



## **DATA PROTECTION & PRIVACY POLICY**

This policy explains when and why The Weald & Downland Open Air Museum Limited (“The Museum” or “we” or “us”) collect personal information about our members, visitors to the Museum and visitors to our Website, how we use it and how we keep it secure and your rights in relation to it. The Museum may collect, use and store your personal data, as described in this Data Protection and Privacy Policy and as described when we collect data from you.

The Museum reserves the right to amend this Policy from time to time without prior notice. You are advised to check our website ([www.wealddown.co.uk](http://www.wealddown.co.uk)) regularly for any amendments (but amendments will not be made retrospectively).

The Museum will always comply with the General Data Protection Regulations (GDPR) when dealing with your personal data. Further details on the GDPR can be found at the website for the Information Commissioner ([www.ico.gov.uk](http://www.ico.gov.uk)). For the purposes of the GDPR, The Museum will be the “controller” of all personal data we hold about you, and our Human Resources Manager is our Data Protection Manager.

### **1. Who are we?**

We are The Weald & Downland Open Air Museum Limited.

We can be contacted at:

Town Lane  
Singleton  
Chichester  
West Sussex  
PO18 0EU

Tel No. 01243 811363

Email: [office@wealddown.co.uk](mailto:office@wealddown.co.uk)

## **2. What information we collect and why.**

Personal information we collect may include:

- your name and title
- gender (where you choose to provide this);
- date of birth;
- postal address, email address and phone number;
- family and spouse/partner details, relationships to other donors and/or members and patrons;
- current interests and activities;
- ticket purchase and event registration/attendance;
- payment card data;
- online retail purchases;
- contact preferences;
- information on any donation that you make to the Museum including Direct Debit and bank account information where applicable;
- Gift Aid status;
- details of correspondence sent to you, or received from you;
- donor status and wealth assessment information;
- employment information and professional activities;
- where relevant, selected media coverage;
- any other information provided by yourself at the request of the Museum.

The Museum processes personal data for the purposes of providing the service that you have signed up for. We confirm that any personal information which you provide to us and any user information, from which we can identify you, is held in accordance with the registration we have with the Information Commissioner's Office.

## **3. How we collect your information**

We may collect your information in several different ways:

Most of the information we hold is provided directly by you. For example, you may give us your information in order to purchase a ticket or to sign up for one of our events, request our newsletter, make a donation, or purchase something from our online shop. We will also collect your information if you email, phone or write to us.

You may also have provided us with your information if you are a volunteer, trustee, patron or any other type of supporter or member.

Depending on your privacy settings, we may also collect information about you from your interaction on one of the Social Media platforms we use; for example if you post on our Facebook or Twitter pages or visit our YouTube channel.

When you access our website the Museum will collect the following kinds of information from visitors:

- Your personal details through registration and site usage information, using “cookies” and page tagging techniques. Cookies enable our system to recognise your computer and allow us to see how you use the website.
- When you register on this website, we will ask you to input and will collect personal information from you such as your name, e-mail address, billing address, delivery address, membership forms, fundraising responses, telephone number, product selections, credit card or other payment information and a password.
- We may also collect information about where you are on the internet (e.g. the URL you came from, IP address, domain types such as “.co.uk” and “.com”), your browser type, the country you accessed the site from, the pages of our website that were viewed during your visit and any search terms that you entered on our website (“User Information”). We may collect this information even if you do not register with us.

On some occasions we may also collect publicly available information about you. You can read more about this in section 5 below.

#### **4. How we use your personal information**

The Museum is the sole owner of the information collected on our website ([www.wealddown.co.uk](http://www.wealddown.co.uk)).

The Museum uses your personal information in the following ways:

- To administer and fulfil your ticket order, online purchases or donations, including processing Gift Aid;
- To maintain an accurate record of your relationship with us and manage your contact preferences;
- To administer, operate and improve our events, exhibitions and fundraising activities; and
- Where you have agreed, to send you information about the Museum
- Statistical purposes to improve this website and its services to you;
- Servicing website content;
- Administering this website.
- Administration of membership(s);
- In-house research and statistical analysis;
- Communication about conservation, membership, fundraising and other activities;

Processing personal data for the above purposes may entail sharing the information with employees, contractors, agents and professional advisors of The Museum and other carefully selected organisations.

If you have agreed to receive our newsletter, we will send you regular updates that will include information about the Museum’s work, as well as our events, special offers and fundraising activities. If you attend a specific event we may contact you afterwards to obtain your feedback.

There are some membership and donation communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. These may include Direct Debit confirmations and advanced notices, thank you letters,

renewal of membership cards and renewal reminders, Gift Aid confirmation letters and querying returned mail or bounced Direct Debit payments with you.

You also may decide to send us personally identifying information, for example, in an electronic mail message containing a question or comment. We use personally identifying information from email primarily to respond to your requests. We may forward your email to other employees who are better able to answer your questions. We may also use your email to contact you in the future about our organisation or to contact you when necessary. Emails and telephone calls will be used for the purposes outlined at the time of collection or registration in accordance with the preferences you express.

## **5. Supporter profiles and targeting communications**

Sometimes we may combine your personal information with information available from other publicly available sources.

We do this for a number of reasons; for example so that we can send better communications more likely to interest you - or to provide an improved Museum experience for our supporters and visitors. It also helps us to build a better long term relationship with all of the people who support us currently - or who may do so in the future. Importantly, it enables us to raise more funds, more quickly and so support the wide and varied work that takes place at the Museum.

We may analyse geographic, demographic and other information relating to you and we may use additional information from third party sources when it is available. Such information is only compiled using publicly available information about you. Some examples of the resources we might use include:

- Royal Mail National Change of Address database (NCOA);
- BT Operator Services Information System (OSIS);
- WealthEngine, a wealth intelligence database;
- Reviewing employment information that you have made publicly available via social media;
- Newspaper articles, publications and company websites;
- Companies House, Bordex and other company information databases;
- Charity Commission

Occasionally the Museum may use aggregated, depersonalised information to carry out other research and analysis. Examples may include looking at which geographic areas our visitors travel from, or which age groups visit us. Individuals cannot be identified using this data.

The Museum does not undertake any profiling or make other decisions or assumptions about you based solely on the use of automated systems, databases or computer applications.

## **6. How we protect your personal data**

The Museum will not transfer your personal data outside the EEA without your consent.

The Museum have implemented generally accepted standards of technology and operational security in order to protect personal data from loss, misuse, or unauthorised alteration or destruction. Please note however that where you are transmitting information to The Museum over the internet this can never be guaranteed to be 100% secure.

For any payments which The Museum take from you online we will use a recognised online secure payment system. The Museum will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

## **7. Who else has access to the information you provide us?**

The Museum 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.

In some circumstances, disclosures of personal information to the police (and other law enforcement agencies) are permitted by data protection legislation, if they relate to the prevention or detection of crime and/or the apprehension or prosecution of offenders. Before any such disclosure takes place, the police are required to demonstrate that the personal information concerned is necessary for them to carry out a proper investigation. Each police request received by the Museum is dealt with on a strictly case-by-case basis to ensure that any such disclosure is lawful and carried out in accordance with relevant guidance issued by the Information Commissioner's Office.

If you have made a Gift Aid declaration, we may disclose the information you provided to HMRC for the purpose of reclaiming Gift Aid on your donation(s).

The Museum may pass your personal data to third parties who are Museum representatives, 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.

## **8. Use of data for direct marketing by [email?]post [and] telephone**

At each point of data collection or registration you will be asked for your consent to receive future direct marketing material from The Museum or other carefully selected organisations by [email?] post[or] telephone [ or texts?]. Your consent will be recorded and as a result The Museum may send you information on its operations, events, membership, fundraising and other activities and those of other carefully selected organisations.

If at any time you no longer wish to receive any communications or wish to have your personal information removed from our records, please do contact us to make this request. If you would like to unsubscribe from our newsletters or other updates you receive from us, please use the link we include at the end of every email. You can also update your contact preferences at any time by contacting us.

## **9. Site usage – cookies**

A cookie is a small text file which identifies users' computers to The Museum's server. Cookies enhance a website's performance in a number of ways including providing a secure way to measure use of the website including number of visitors, how frequently pages are viewed, shopping, and the city and country of origin of users. This helps to determine what is popular and can influence the future content and development of websites.

Cookies in themselves do not identify individual users but identify only the computer used. For further information on cookies within the Museum's website please refer to our Cookie Policy.

## **10. Links to third party websites**

To provide increased value to our users, we may provide links to other websites or resources for you to access at your sole discretion. This policy applies solely to the personal data collected by The Museum and does not apply to any third party websites.

The Museum is not responsible for the privacy policies, content or the use to which others make of these websites and advise users to read the privacy policies of other websites before registering any personal data.

## **11. How long do we keep your information?**

The Museum will hold personal data on our systems for as long as necessary to fulfill the purpose for which it was processed and for as long afterwards as is necessary to comply with our legal obligations. We will review 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 defense of legal claims.

The Museum will securely destroy all financial information once we have used it and no longer need it.

## **12. CCTV**

We operate CCTV cameras throughout the Museum. We use it for three main purposes:

- Protecting the health and safety of employees and visitors
- Protecting our collections; and
- Preventing and detecting crime and antisocial behaviour

We retain CCTV for a period of 30 days before it is automatically deleted.

## **13. Legal Disclaimer**

The Museum will take all reasonable care, in so far as it is in our power to do so, to keep the details of your order and payment secure, but in the absence of negligence on our part we cannot be held liable for any loss you may suffer if a third party procures unauthorised access to any data you provide when accessing or ordering from this website.

## 14. Your rights

You have rights under the GDPR:

- (a) to access your personal data
- (b) to be provided with information about how your personal data is processed
- (c) to have your personal data corrected
- (d) to have your personal data erased in certain circumstances
- (e) to object to or restrict how your personal data is processed
- (f) to have your personal data transferred to yourself or to another business in certain circumstances.

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

<https://ico.org.uk/concerns/>

0303 123 1113.

Information Commissioner's Office Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

For more details, please address any questions, comments and requests regarding our data processing practices to our Data Protection Officer at The Weald & Downland Open Air Museum, Town Lane, Singleton, Chichester, PO18 0EU or [office@wealddown.co.uk](mailto:office@wealddown.co.uk)