

# DRAFT PRIVACY NOTICE – MUSEUM OF CAMBRIDGE

## 1. Information

The Museum of Cambridge is committed to protecting your privacy and security. This policy explains how and why we use your personal data, to ensure you remain informed and in control of your information.

This Privacy Notice sets out how and why we use the personal data you provide to us, which will differ depending on how you interact with us. We will never sell your personal data, and will only ever share it with organisations we work with under very limited circumstances (e.g. names of volunteers where they are working on a joint project) and if its privacy and security are guaranteed.

### **Who are we?**

We are a small Museum with a big story to tell. Our collections represent Cambridge and Cambridgeshire history and heritage over 300 years, including objects related to everyday life, customs, and traditions of local people, places, and events.

Museum of Cambridge  
2-3 Castle Street  
Cambridge  
CB3 0AQ

+44 1223 355159

[enquiries@museumofcambridge.org.uk](mailto:enquiries@museumofcambridge.org.uk)

We are a Registered Charity No. 311309. Registered in England and Wales. Company Limited by Guarantee No. 00412205.

### **Retention periods**

We will only ever collect the information we need. 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, by directing you towards this notice.

We hold your information for as long as necessary for the purpose it was collected. If you decide not to support the Museum of Cambridge any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted communications in the future.

## 2. If you visit the Museum, exhibitions, or events

What we collect	Why	Legal Bases
<b>We may collect your name, postal address, email address and phone number</b>	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	To send you your tickets	This is required for the contract (sale of the product or service)
	We may need to contact you if there is a change to an activity you have booked	This is required for the contract (sale of the product or service)
	We would like to keep you up to date with news about our work, events, products, special offers and ways of supporting the Museum of Cambridge	We will only send you these communications via email if we have your consent to do so
<b>Bank details</b>	To buy a ticket for an exhibition or event we require these details to process the sale. Any information you provide to us over the phone will be securely destroyed.	This is required for the contract (sale of the product or service)
<b>CCTV footage</b>	For your safety and security CCTV is in operation in public areas at the Museum of Cambridge. This footage is stored temporarily, and CCTV signage is prominently displayed.	Our and your legitimate interests – keeping you, our buildings, people, and collections safe.

## 3. If you become a Friend, Member, or are given a gift Membership

What we collect	Why	Legal Bases
<b>We may collect your name, postal address, email address and phone number</b>	To contact you regarding your Friend status, Membership, provide you with your benefits.	This forms part of the Terms and Conditions of your Friend status or Membership contract with us.

	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our work, events, products, special offers, and ways of supporting the Museum of Cambridge.	We will only send you these communications via email if we have your consent to do so.
<b>Bank details</b>	To allow us to set up your direct debit or process your payment.	This is required for the contract (sale of the product or service)

### If you buy a Gift Membership

<b>What we collect</b>	<b>Why</b>	<b>Legal Bases</b>
<b>We may collect your name, postal address, email address and phone number</b>	To contact you in relation to membership you are purchasing as a gift.	This forms part of the Terms and Conditions of the Membership contract with us.
	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our work, events, products, special offers and ways of supporting the Museum of Cambridge.	We will only send you these communications via email if we have your consent to do so.
<b>Bank details</b>	To allow us to set up your direct debit or process your payment.	This is required for the contract (sale of the product or service)

#### 4. If you are an E-newsletter subscriber

What we collect	Why	Legal Bases
We may collect your email address and communication preferences	We would like to keep you up to date with news about our work, events, products, special offers, and ways of supporting the Museum of Cambridge	We will only send you these communications via email if we have your consent to do so

#### 5. If you make a financial donation to the Museum of Cambridge

What we collect	Why	Legal Bases
We may collect your name, postal address, email address and phone number	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our work, events, products, special offers and ways of supporting the Museum of Cambridge.	We will only send you these communications via email if we have your consent to do so.
Bank details	To allow us to process your payment.	This is required for the contract (sale of the product or service)

#### 6. If you enter a competition

What we collect	Why	Legal Bases
We may collect your name, postal address, email address and phone number	To contact you if you win	On the basis of legitimate interests – to contact you if you win.
	We would like to keep you up to date with news about our work, events, products, special offers and ways of supporting the Museum of Cambridge	We will only send you these communications via email if we have your consent to do so.

We will destroy your personal data after the competition has closed unless you have expressly chosen to opt-in to our email list. *See Section 4.*

## 7. If you visit our website

In order to make the Museum of Cambridge website easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites.

## 8. Managing our collections

We hold personal data to manage the collections of the Museum of Cambridge.

What we collect	Why	Legal Bases
<b>We may collect your name, postal address, email address, phone number and date of birth.</b>	To record the details of disposals from and gifts, purchases, and loans to our collections	It is necessary for us to carry out our Public Task and it is a legal requirement of this process.
	To record and manage details of makers/creators of items in our collections	It is necessary for us to carry out our Public Task
	To enable us to lend items to other institutions or researchers	It is necessary for us to carry out our Public Task and it is a legal requirement for this process.
	To ensure that we comply with copyright legislation when providing copies of items in our collections	This is a legal requirement for this process
	To undertake object conservation and/or scientific analysis (for outside agencies)	This is a legal requirement for this process and forms part of the Terms and Conditions of contract with us.

## 9. If you contact us with an enquiry

What we collect	Why	Legal Bases
Your name, contact address, personal e-mail address, telephone number	To enable us to respond to your general business enquiry	On the basis of legitimate interests
	To enable us to respond to Freedom of Information requests, complaints and requests made under Data Protection legislation	This is a legal requirement
	To enable us to respond to enquiries about our collections	This is part of our Public Task.
	To enable us to respond to your enquiry about a booking, purchase or reservation.	This is required for the contract (sale of the product or service)

## 10. If you supply us with goods or services

What we collect	Why	Legal Bases
Your name, company name, contact address, e-mail address, telephone number	To enable us to make payments, send remittances, answer queries etc. and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with us.
Bank details	To enable us to make payments, send remittances, answer queries etc. and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with us.
Unique Taxpayer Reference (UTR)	To enable us to make payments, send remittances, answer queries etc. and fulfil our	This is a legal requirement and forms part of the Terms and Conditions of contract with us.

Company Registration Number (CRN)	relationship with you as a supplier.	
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## 11. Sharing information

We do not disclose personal data to any third parties or external organisations, other than companies carrying out work on our behalf. We retain responsibility for your data and ensure that these organisations only act on our instructions.

Examples of when we share data:

- Sending out our Newsletter
- Email marketing services
- Telephone fundraising agencies working on our behalf
- Wealth screening organisations
- Data cleaning organisations.

We may occasionally need to transfer your personal information overseas. We ensure any transfers of data are secure, in accordance with best practice, and in compliance with the General Data Protection Regulation.

Your data will never be sold or passed to any third party for any other purpose.

## 12. Legitimate interests

We have a number of legal bases that mean we can use (or 'process') your personal information.

One basis 'Legitimate Interests', which means we can process your personal information if:

- We have a genuine and legitimate reason and;
- We are not harming any of your rights and interests

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests.

## 13. How we keep your information secure

We have implemented security procedures, rules, and technical measures to protect the personal data that we have under our control from:

- Unauthorised access
- Improper use or disclosure
- Unauthorised modification

All our employees and data processors, who have access to and are associated with the processing of personal data, are legally obliged to respect the confidentiality of the personal data that we hold.

## 14. Your Data Protection Rights

Under data protection laws effective from May 2018, you have rights in relation to your personal data. These rights are:

- The right of **access**: you have the right to know whether we are processing any of your personal data. If we are, you have the right to access the data and certain information, such as why we are processing the data
- The right of **rectification**: you have the right to ensure that we correct inaccuracies in your personal data that we are processing
- The right of **erasure** (the 'right to be forgotten'): in certain situations, you have the right to ensure that we erase your personal data
- The right to **restriction** of processing: in certain situations, you have the right to ensure that we restrict our processing of your personal data
- The right of **data portability**: in certain situations, you have the right to receive personal data that you provided to us in a structured, commonly used, and machine-readable format
- The right to **object**: in certain situations, you have the right to object to our processing of your personal data and we are normally obliged to stop processing your data when requested. This right includes the right to object to our processing of your personal data for the purposes of direct marketing
- The right to **complain**: you have the right to make a complaint to the UK Information Commissioner's Office (ICO) about our processing of your data, the exercise of your rights, and other data protection matters
- The right to **withdraw consent**: you have the right at any time to withdraw your consent for us to process your personal data.

These rights are not absolute and may not apply in all situations or in relation to all processing activities.

Should you need to contact us or have a request to exercise any of these rights please use the contact information below:

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## 15. Changes to this Privacy Notice

We regularly review our privacy notice and may make changes time to time. Any changes made will be posted to this page and will apply from the time we post them.

This privacy notice was last changed on 12 November 2020.

## 16. Information Commissioner's Office

You have the right to make a complaint directly to the UK Information Commissioner's Office (ICO), which is the data protection supervisory authority in the UK.

Last Updated: November 2020