

Policy Name	Privacy Policy
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# The Museum of East Asian Art

## Privacy Policy



# PRIVACY POLICY

This privacy policy explains how the Museum of East Asian Art (MEAA) uses any personal information which we collect about you.

## Contents:

- Introduction
- About us
- What information do we collect about you?
- How will we use information about you?
- Disclosing and sharing data
- Marketing
- Research and analysis
- How we protect data
- Access to your information
- Cookies and links to other websites
- Changes to our privacy policy
- How to contact us

## 1. INTRODUCTION

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

MEAA invites supporters, Friends, volunteers, and others to “opt-in” and give their consent to communications in accordance with the General Data Protection Regulation from 25 May 2018. This means you have a choice about receiving communications and select how you wish to receive them (email, phone, SMS, or post).

You can decide not to receive communications or change how we contact you. If you wish to do this, please contact MEAA:

E-mail: [info@meaa.org.uk](mailto:info@meaa.org.uk)

Postal: Administrator, Museum of East Asian Art, 12 Bennett Street, Bath BA1 2QJ

Tel: 01225 464466

We will never sell your personal data and will only share it with organisations when required by law and necessary to deliver our services, and when privacy and security are guaranteed.

If you have questions about this Privacy Policy or how we use your personal data please contact [info@meaa.org.uk](mailto:info@meaa.org.uk) or write to the Administrator, Museum of East Asian Art, 12 Bennett Street, Bath BA1 2QJ.

## **2. ABOUT US**

Your personal data (i.e. information which identifies you, or which can be identified as relating to you personally) will be collected and used by the Museum of East Asian Art (Registered Charity No: 328725; Limited Company Registration No: 2499752).

## **3. WHAT INFORMATION DO WE COLLECT ABOUT YOU?**

### **Personal data provided by you**

We collect data which you provide to us. This includes personal information which you give to us when booking events, supporting via Gift Aid, applying to be a volunteer, applying to be a Friend of the Museum, donating to a fundraising campaign, placing an order for services, and communicating with us. For example:

- Personal details (name, e-mail, address, telephone number, etc.) when you join as a Friend of the Museum or join the volunteer programme;
- Financial information (payment information such as credit/debit card or direct debit details, and when donations are Gift-Aided. Please see section 8 for more information on payment security); and
- Details of your interests and preferences (such as fundraising campaigns).

See Appendix I for the Privacy Statement for use on MEAA forms and leaflets.

### **Information created by your involvement with MEAA**

Your activities and involvement with MEAA will result in personal data being created. This may include details about how you have helped us through volunteering or participation in our activities and fundraising campaigns. If you donate to MEAA, we will record when and how much you give to a particular campaign and activity.

### **Information from third parties**

We may collect information from social media where you have given us permission to do so, or if you post on MEAA social media.

### **Sensitive personal data**

We do not normally collect or store sensitive personal data (such as information relating to health, beliefs, or political affiliation) about visitors, volunteers, and Friends of the Museum. However, there are situations which may arise because of accidents or unusual conditions (e.g. if you volunteer with us and have an accident). If this occurs, we will ensure your privacy rights are protected.

### **Accidents and incidents**

If an accident or incident occurs on our property at the Museum, at one of our events or involving a member of the workforce (including volunteers), then we are required by law to keep a record of this (which may include personal data and sensitive personal data).

## **Volunteers**

If you are a volunteer with MEAA, we may collect information about you (e.g. details of emergency contacts, etc.) and retain it for legal and safeguarding reasons.

## **Children and young people**

MEAA does not collect personal data about individual children and young people.

All family events at MEAA require children and young people to be accompanied. If your child (under 18 years) attends an event, accompanied by you, where photographs are taken, we will ask for your permission as their parent or guardian and record your consent to take and use photographs.

## **3. HOW WILL WE USE INFORMATION ABOUT YOU?**

We only use your personal data with your consent, or where it is necessary in order to:

- Enter into, or perform, a contract with you;
- Comply with a legal duty;
- Protect your vital interests;
- For our own (or a third party's) lawful interests, provided your rights do not override these.

We will only use your personal data for the purpose or purposes it was collected.

## **Marketing**

We use personal data to communicate with people, to promote MEAA and its activities, and to support fundraising. This includes keeping you up to date with MEAA news, updates, campaigns, and fundraising information. For further information, see Section 5 (Marketing).

## **Administration**

We use personal data for administrative purposes (i.e. to implement our charitable activities). This includes:

- Receiving donations (e.g. direct debits or gift-aid instructions);
- Maintaining databases of volunteers, Friends, and supporters;
- Performing our obligations under membership contracts;
- Fulfilling orders for goods or services;
- Helping us to respect your choices and preferences (e.g. if you ask not to receive marketing material, we will record your preference).

## **Internal research and analysis**

From time to time, MEAA carries out research and analysis on data relating to visitors, donors, volunteers, and others to identify trends and evaluate the effectiveness of the

organisation, activities and campaigns, as well as better understand our visitors and supporters.

#### **4. DISCLOSING AND SHARING DATA**

We will never sell your personal data. If you have opted-in to receive MEAA communications and marketing, we may contact you with information about our events and services, but these communications will come from MEAA.

We may share personal data with sub-contractors or suppliers who provide us with services. However, these activities will be carried out under a contract which imposes strict requirements on our supplier to keep your information confidential and secure.

Occasionally, when we partner with other organisations, we may share information with them. For example, if you register to attend an event which is jointly organised by MEAA with another organisation. We will only share information when necessary and will notify you first.

#### **5. MARKETING**

Marketing includes news and information about:

- MEAA as a charity and its programmes;
- MEAA's role in educating the public about East Asian art and cultures;
- MEAA benefits and offers;
- Friends' Membership and supporter schemes;
- Volunteering opportunities;
- Appeals and fundraising (including donations, raffles etc.);
- MEAA events and activities;
- Education programmes;
- Products, services, and offers (our own, and those of third parties which may interest you);
- Leaving a legacy.

#### **Newsletters**

Newsletters (digital and print) are provided as a benefit to MEAA Friends, Volunteers, and others who have subscribed. We send these to all MEAA Friends and Volunteers (unless you specifically ask us not to).

You can choose to unsubscribe from newsletters (digital and print) by unsubscribing via the link in the e-newsletter or by sending a request to the Administrator [info@meaa.org.uk](mailto:info@meaa.org.uk).

#### **Fundraising**

As a charity, MEAA relies on donations and support from others to continue our work as an educational charity. From time to time, we may contact Friends and supporters with fundraising materials and communications. This may be about a campaign or a special appeal.

We will only contact you specifically about fundraising if you have opted into receiving marketing from us. You can unsubscribe at any time.

### Consent & 'opt-in'

MEAA invites supporters, Friends, volunteers, and others to "opt-in" and give their consent to communications in accordance with the General Data Protection Regulation from 25 May 2018. This means you have a choice about receiving communications and select how you wish to receive them (email, phone, SMS, or post).

Text will read:

*'You can decide not to receive communications or change how we contact you. If you wish to do this, please contact MEAA:*

*E-mail: [info@meaa.org.uk](mailto:info@meaa.org.uk)*

*Post: Administrator, Museum of East Asian Art, 12 Bennett Street, Bath BA1 2QJ*

*Tel: 01225 464466*

*We will never sell your personal data and will only share it with organisations when required by law and when necessary to deliver our services, and when privacy and security are guaranteed.'*

## **6. RESEARCH & ANALYSIS**

This section explains how and why we use personal data to build profiles which enable us to understand our visitors and supporters to provide a better experience and be more effective.

### **Analysis and grouping**

From time to time, we analyse MEAA's visitors and supporters to determine common characteristics and preferences. We do this by assessing various types of information including behaviour (e.g. previous responses) or demographic information (e.g. age, location). By grouping people according to common characteristics, we aim to ensure communications and information are relevant.

### **Understanding our supporters**

We track donors and supporters in terms of financial and practical support. For example, we keep track of the amount, frequency, and value of each donor's support. This information helps to ensure communications and updates are relevant and timely.

We may anonymise and aggregate personal data so that it cannot be linked to any particular individual. This information may be used for a variety of purposes, such as developing new programmes, recruiting new donors, volunteers and Friends, or

identifying trends within our existing visitor or supporter base. This information helps to inform our activities and improve our events, campaigns, and services.

## **7. HOW WE PROTECT DATA**

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to, or use or disclosure of your personal information. Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our workforce receive data protection guidance and training.

### **Payment security**

If you use a credit card to book an event, purchase an item from the MEAA shop, or purchase a Friends' Membership, we will pass your credit card details securely to our payment provider (Lloyds Bank plc).

MEAA complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council, and will never store card details, as outlined in the MEAA Information Security Policy.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

### **CCTV**

MEAA uses CCTV and you will be recorded when you visit the Museum. CCTV helps to provide security and to protect both you and MEAA. CCTV is viewed only when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily. CCTV footage will be recorded over, unless there is a significant reason to review it.

MEAA complies with the Information Commissioner's Office CCTV Code of Practice, and notices around the building give reminders that CCTV is in use.

### **Where we store information**

MEAA's operations are based in the UK and our data is stored within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, but we will only allow this if assured that your data is adequately protected.

For example, some MEAA systems use Microsoft products. As a US company, using their products may involve personal data being transferred to or being accessible from the US. However, we will allow this as we are assured that personal data will be adequately protected. Microsoft is certified under the US Privacy Shield scheme.

### **How long we store information**

We will only use and store information for as long as it is required for the purposes for which it was collected. How long information is stored depends on the information and reasons why it is being used. We constantly review information held by MEAA and delete data which is no longer required, subject to any legal retention requirements, (e.g. VAT regulations require appropriate financial records to be retained for six years). We never store payment card information.

## **8. ACCESS TO YOUR INFORMATION**

We wish to ensure you remain in control of your personal data and understand your legal rights in respect of this data, as follows:

- The right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (a subject access request);
- The right to have your data erased (though this will not apply where it is necessary for MEAA to continue to use the data for a lawful reason);
- The right to have inaccurate data rectified;
- The right to object to your data being used for marketing; and
- Where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

There may be exceptions to the rights listed. Although we will always try to respond to your request, there may be situations where we are unable to do so.

If you would like to obtain your personal data from MEAA, please write to the Administrator, 12 Bennett Street, Bath BA1 2QJ or email [info@meaa.org.uk](mailto:info@meaa.org.uk).

## **Complaints**

You can complain to MEAA by contacting the Curator, 12 Bennett Street, Bath BA1 2QJ.

If you wish to make a complaint (including a complaint about fundraising activities) which does not directly relate to your data protection and privacy rights, you can do so in accordance with the MEAA [complaints policy](#).

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk).

## **9. COOKIES AND LINKS TO OTHER WEBSITES**

### **Cookies**

The MEAA website [www.meaa.org.uk](http://www.meaa.org.uk) uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain

functionality (such as being able to shop online). Further information can be found about cookies in the Cookies Policy on our website [www.meaa.org.uk](http://www.meaa.org.uk).

### **Links to other sites**

Our website may contain hyperlinks to other websites. We are not responsible for the content or functionality of any of those external websites. If an external website requests personal information from you, the information you provide will not be covered by the MEAA's Privacy Policy. We suggest you read the privacy policy of any website before providing any personal information.

### **10. CHANGES TO OUR PRIVACY POLICY**

We will update and amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our Privacy Policy is posted on our website [www.meaa.org.uk](http://www.meaa.org.uk).

### **11. HOW TO CONTACT US ABOUT YOUR DATA**

E-mail: [info@meaa.org.uk](mailto:info@meaa.org.uk)

Post: Administrator, Museum of East Asian Art, 12 Bennett Street, Bath BA1 2QJ

Tel: 01225 464466

**This Privacy Policy was last updated on 31 March 2018.**

## APPENDIX I

### MEAA Privacy statement: for forms, leaflets, etc.

#### Privacy

We would like to keep in touch. Please tick if you would like us to contact you about:

EVENTS/EXHIBITIONS   
FRIENDS MEMBERSHIP   
E-NEWS   
VOLUNTEERING   
FUNDRAISING

Please also tick how you would like to receive communications from us:

EMAIL   
TEL   
POST   
SMS

We will hold your information in accordance with **MEAA's Privacy Policy** and the EU General Data Protection Regulation. Your information will be used only by MEAA to provide our services to you.

You can opt out of communications at any time, please just let us know.

Contact: [data@meaa.org.uk](mailto:data@meaa.org.uk)