

# Privacy Policy

At Wycombe Museum, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about the people who visit our premises, website, and social media pages and engage with our services.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By providing us with your details or using our services, you're agreeing to be bound by this Policy.

Any questions regarding this policy and our privacy practices can be sent by email to [info@wycombemuseum.org](mailto:info@wycombemuseum.org) or by writing to us at Wycombe Museum, Priory Avenue, High Wycombe HP13 6PX.

## Who are we?

Wycombe Museum are part of Wycombe Heritage and Arts Trust, a registered charity (no. 11554566) and limited company (no. 08783933). Our registered address is Wycombe Museum, Priory Avenue, High Wycombe, Bucks, HP13 6PX.

## How do we collect your information?

We obtain information about you when you:

- book tickets for any of our events;
- make card payments when you are not at our site;
- hire our site;
- apply for our Membership or Adopt an Object scheme;
- apply to volunteer with us;
- fill in any of our feedback forms – on paper or online;
- register to our mailing lists;
- contact us with any enquiries;
- use our website;
- donate to us;

## What type of information do we collect?

The personal information we collect might include your name, address, phone number, email address, IP address, and information regarding what pages of our website you accessed and when. We require certain information from you when providing services – our events, school sessions, Membership and Adopt an Object schemes, and for volunteering application. There may be instances where we may ask you for sensitive information regarding your age, ethnic background, and income to review our audience and reach – as a standard, this information will be anonymous unless for legal reasons or with your consent.

If you make a payment or donation online, your card information is not held by us but by PayPal.

## **How is your information used?**

We may use your information to:

- process a donation that you have made;
- process orders that you have submitted;
- carry out our obligations arising from any contracts entered into by you and us;
- respond to your enquiries and handle offers to our collection;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- monitor the use of our services;
- send you communications which you have requested and that may be of interest to you. These may include information about campaigns, events and exhibitions, appeals, other fundraising activities, promotions of our associated companies' goods and services;
- process a grant or job, or volunteer application;
- monitor the diversity and geographic spread of our audience and users.

Your information may also be depersonalised and used in an unidentifiable form to aid reviews of our events, exhibitions, marketing, and services strategies.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary or required for the relevant activity or to meet those statutory obligations.

## **Who has access to your information?**

All the personal data we handle is processed by our staff and select volunteers. We will not sell, share or rent your information to third parties. Wycombe Museum does not use your information in any automated decision making.

When you are using our secure online payment and donation pages, your money is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

## **Your choices**

You can decide what information you would like to receive from us. We will require certain information from you to enter into agreements (employment, room hire, event bookings, gift aid, Membership and Adopt an Object schemes), but otherwise, you control the data you provide us with and how we use it. If you do not want to receive direct marketing communications from us about our fundraising, projects, products and services, then you

can let us know of your choices by completing the relevant sections on data collection forms.

You will also have the option to unsubscribe from any of our marketing lists at any time – simply contact us and let us know if you'd like to be removed from all future marketing communication.

You have the right to ask us to remove your information from our records. Where your consent is the only basis for us keeping that information, we will always do so. However, there may be some of your information on our records that we are obliged to keep for legal reasons – we will never use this information for anything other than the reasons we must continue to store it.

Should you have any doubts about how we are using your information, you have the right to lodge a complaint with the supervisory authority.

### **Accessing and updating your information**

We do our best to hold only accurate data. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you want to update us, please send your new details to [info@wycombemuseum.org](mailto:info@wycombemuseum.org).

You have the right to ask for a copy of the information we hold about you (we may issue a charge for information requests).

### **Security precautions**

When you provide us with personal information, we take steps to ensure that it's treated securely. Once we have your data, we make our best effort to ensure its security on our systems. We will keep and process your data in environments suitable to the sensitivity of the data we are handling.

### **Profiling**

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.

### **Cookies**

Like many other websites, the Wycombe Museum website uses cookies. Cookies collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

**Links to other websites**

Our website contains links to other websites run by other organisations. This privacy policy applies only to Wycombe Museum. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

**Review of this policy**

We keep this Policy under regular review. This Policy was last updated in February 2021.