



## **Horniman Museum and Gardens Privacy notice**

The Horniman Museum and Gardens takes great care to preserve your privacy and safeguard any personal details you share with us. This Notice explains how we collect and use your personal information. Examples of your personal information would include your name, address and email address.

By understanding more about you and what you want from us, we are able to make sure that the experience you have of the Horniman is both positive and rewarding. Your personal information can help us to work more effectively and efficiently so that we are in the best position possible to ensure accessibility to the Horniman for all our audiences and workforce.

Our full Data Protection Policy can be found on our [website](#).

### **What areas the notice covers**

This policy applies to information we collect about:

- People who use and support our services
- Job and volunteering applicants
- Suppliers and contractors

### **The notice provides information on:**

- What data we collect and how
- How we use this data
- How we store your data
- Your rights of access
- How to contact us

This Privacy Notice does not apply to personal information provided to us via any other website. Users should be aware that if they access other websites, using the links provided, these are outside our control. If they provide personal information to other companies, the Privacy Notices of those companies determine how the information is used and our Privacy Notice will no longer apply.

## **What data we collect and how**

### **Information you provide**

We may collect information about you whenever you interact with us. For example, when you contact us regarding our activities, sign up for an event, buy a ticket, engage with our social media accounts or make a donation to us. The information we collect can include:

- Address

- Phone number
- Email address
- Bank details

We may also collect and record any other relevant information you share with us about yourself, including your interests or your affiliations with other charities, community groups, your employer or a Horniman corporate partner. If you are a minor, we may collect the name and contact details of a parent or guardian and, where appropriate, the name and location of your school.

### **Information we collect**

In order to ensure that our communication with you is relevant and tailored to your background and interests, we may supplement what we know about you with other information that is available to the public. This allows us to better understand your interests, preferences, and level of potential engagement and/or donation, so that we can contact you in the most appropriate way and to ensure that we do not send you unwanted communications. The information we collect and process about you from publicly-available sources may include demographic information associated with your postcode or your address and an estimate of your age. We collect information from:

- Websites
- Wifi and CCTV service
- Third parties

### **Website**

When you visit [www.horniman.ac.uk](http://www.horniman.ac.uk) we collect standard internet log information and details of visitor behaviour patterns. We may collect some, or all, of this information when you visit our website, depending on how you use it. We also monitor how people use our website so we can improve it. However, you can use our website without giving us any personal information and we won't know who you are.

If you visit our site anonymously, we may however still record information about:

- the areas of the website visited
- the amount of time spent on the site
- whether you are new to the site, or have visited it before
- how you came to our website – for example, through a link in an email or a search engine
- the type of device, browser, network location and internet connection used
- specific actions taken on the website, for example downloading our information resources.

We do this by using cookies. Like most websites, we use cookies to help us make our site – and the way you use it – better. Cookies mean that a website will remember you. They're small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields. For information on how cookies are used on this website, please see our [cookies policy](#).

If we do want to collect personally identifiable information via the website or other digital channels, we will be open about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

This privacy notice does not cover links to external websites. We encourage you to read the privacy statements on the other websites you visit.

### **Wifi and CCTV service**

Free wifi access is available throughout the Horniman. If you access the wifi network, you will be asked to agree to the Horniman's wifi terms and conditions of use, which provide information about how your data will be used.

If you do not use the free wifi network but you have wifi enabled on your smartphone, tablet or another internet-enabled device, your device can still be detected by the wifi service. We record data about the location and type of devices in the Horniman that have wifi enabled so that we can monitor the flow of visitors around the Horniman, and to improve our services.

We will not link the anonymous device data with any other personal data that identifies you individually without your express permission. If in future we want to process your data in this way to offer you new services, before doing so we will always ask you if you agree to take part.

### **Third parties**

Where we have identified that you may have the capacity or affinity to support the Horniman Museum and Gardens at a higher level, we may use the information we hold about you to identify connections between you and our existing circle of key supporters. We may also review other information about you that is available to the public through internet searches, subscription services, or public databases (e.g. Companies House, the electoral register, or the land registry), such as information about corporate directorships, shareholdings, published biographic information, employment and earnings, philanthropic interests and networks, charitable giving history and motivations and relevant media coverage, so that we can engage with you in a more personalised way.

This Privacy Notice applies solely to the personal information collected by us and does not apply to third party websites.

### **The legal basis that permits us to use this data**

Under data protection legislation we are only permitted to use your personal data if we have a legal basis for doing so as set out in the data protection legislation. We rely on the following legal bases to use your information:

- Where we need information to perform the contract we have entered into with you
- Where we need to comply with a legal obligation
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests
- Furthermore where these involve further communications from us you will be given the opportunity to opt out, or to unsubscribe. A list of the areas where we consider we have a legitimate interest can be found [here](#)

In more limited circumstances we may also rely on the following legal bases:

- Where we need to protect your interests (or someone else's interests)
- Where it is needed to perform a specific task in the public interest which is set out in law.

Some information is classified as 'special' data under data protection legislation. This includes information relating to health, racial or ethnic origin, religious beliefs or political opinions, sexual orientation and trade union membership. This information is more sensitive and we need to have further justifications for collecting, storing and using this type of personal data. There are also additional restrictions on the circumstances in which we are permitted to collect and use criminal conviction data.

## **How we use this data**

### **People who use and support our services**

By giving us your personal information, you consent to us collecting and using that information in the following ways.

- To provide you with information, products or services that you have requested from us or that we feel may be of interest to you
- To invite you to participate in interactive features on our website
- To process tickets to an event
- To make payment in the shop
- To process donations we may receive from you
- To keep you updated on the Horniman's work
- For administrative purposes (for example, we may contact you regarding an event for which you have registered or with a query regarding a donation you may have made to us)
- For internal record keeping relating to any donations, feedback or complaints;
- To invite you to participate in voluntary surveys or research
- To contact you where you have been identified as a contact person for an organisation, (if we obtain your contact details in this way, we will only use them to contact you in your capacity as a representative of that organisation)
- To analyse and improve the operation of our website
- To analyse and better understand your interests, preferences and level of potential donations so that we can contact you in the most appropriate way and to ensure that we do not send you unwanted communications
- To contact you for marketing purposes by email or text message if you have agreed to be contacted in this manner. We may also send you service communications via email, for example where you place an order for events or services on our website, or you have made a donation
- If you have indicated that you do not wish to be contacted for marketing or any other purposes, we will keep a record of your preferences to help ensure that we do not continue to contact you
- Process your data for us to comply with our legal obligations, like when we send Gift Aid information to HMRC.

Please be assured that we will never pass the information you have provided on to any third parties for marketing purposes.

### **Job and volunteering opportunities**

If you apply to work at the Horniman Museum and Gardens, we will only use the information you give us to process your application and to monitor recruitment statistics. If we want to

disclose information to someone outside the Horniman— e.g., if we need a reference, plan to use an external supplier to run background checks, need to get a ‘disclosure’ from the Disclosure and Barring Service (DBS) or check that you are legally entitled to work in the UK - we will make sure we tell you beforehand, unless we are prevented from disclosing this information by law.

If you apply for a job or volunteering opportunity we will also collect information so we can assess your suitability for the role.

If you are unsuccessful in your job application, we will hold the information from your application for nine months after we’ve finished recruiting the post you applied for. Volunteering applications will be held for six months. After this date we will destroy or delete your information.

You may delete the account you set up on the recruitment website at any time. Your account will automatically delete if you do not log in for 365 days. If you begin employment or volunteering with us, we will put together a file about your employment or volunteering. We keep the information in this file secure, and will only use it for matters that apply directly to your employment or volunteering role.

Once you stop working or volunteering for us, we will keep this file according to our Data retention guidelines. You can contact us to find out more about this.

### **Suppliers and contractors**

If you provide us with personal information in relation to potential or current contracts we will use this information to:

- To ascertain your suitability as a contractor
- To make payments to you for your services
- Contact you with any enquiries in relation to the contract
- For any other administrative purposes.

### **How we disclose your data**

We may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms and Conditions of Use and other agreements; or to protect the rights, property or safety of the Horniman Museum and Gardens, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

### **How we store your data and for how long**

We hold your personal information in accordance with the security provisions of the UK Data Protection legislation and in accordance with our [Data retention guidelines](#).

We use industry standard Secure Server Software (SSL) for your electronic transactions with us. It encrypts all of your personal information, including credit card number, name, and address, so that it cannot be read as the information travels over the Internet.

If you have any questions about security please contact us on 020 8699 1872 and ask to speak to the IT Manager.

## **Financial Information**

If you use your credit or debit card to donate to us, buy something or pay to register your place at an event online or over the phone, we will ensure that this is done securely and in accordance with the Payment Card Industry Data Security Standard. You can find out more information about PCI DSS [here](#).

This is the international standard for safe card payment processes. Our online payment solutions are carried out using a 'payment gateway' which is a direct connection to a payment service provided by a bank. This means that when you input card data into the payment page, you are communicating directly with the bank and the bank passes your payment to us. This means that your payment card information is handled by the bank and not processed or held by us.

Following the completion of your transaction, we do not store your credit or debit card details. All card details and validation codes are securely destroyed once the payment or donation has been processed. Only staff authorised and trained to process payments will be able to see your card details.

All purchases or donations other than those made onsite, should be completed through the Horniman webshop or donation pages on our website ([horniman.ac.uk](http://horniman.ac.uk)). If we do receive an email containing any credit or debit card details, it will be deleted immediately once the transaction has been completed. We use SagePay, Ingenico, Stripe and PayPal as our payment gateways and you can find out more about this at [SafePay security](#), [Ingenico's Terms of Use](#), [Stripe security](#), and [PayPal's user agreement](#). The Horniman has Secure Sockets Layer (SSL) certificates installed on the website and webshop to ensure that information sent between the site and the payment processing servers is encrypted.

## **Your rights of access**

We strive at all times to ensure that your personal information is accurate and up-to-date. You may ask us to correct or remove information that you think is inaccurate by contacting us at the details below.

If your personal details change, please help us to keep your information up to date by notifying us at the details below.

Under the terms of the Data Protection Act you have the right to request a copy of information that we hold about you, by making a Subject Access Request. If you would like a copy of some or all of your information you may make a request by emailing or writing to our Data Compliance Officer at the address below.

You have a right to ask us to stop processing your personal information, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation or registering you for an event) we will do so. Contact the Data Compliance Officer on [enquiry@horniman.ac.uk](mailto:enquiry@horniman.ac.uk) or 020 8699 1872 if you have any concerns.

You have a right to ask for copies of the personal information we hold about you, and details of how we use that information. If there are any discrepancies in the information we provide, please let us know and we will correct them.

In relation to all of these rights, please send a description of the information you want to see to the Data Compliance Officer by email to [enquiry@horniman.ac.uk](mailto:enquiry@horniman.ac.uk) or post at Horniman Museum and Gardens, 100 London Road, Forest Hill, London SE23 3PQ. Proof of identity may be requested so we can ensure that we only provide personal information to the right person.

We will respond to your requests within all applicable timeframes in accordance with the Information Commissioner's Office [guidelines](#).

In certain circumstances (e.g. where required or permitted by law) we might not be able to provide you with access to some of your personal information, but where appropriate we will notify you of the reasons for this.

If you have any questions please send these to [enquiries@horniman.ac.uk](mailto:enquiries@horniman.ac.uk) and for further information see the [Information Commissioner's guidance](#).

## **Changes to the Privacy notice**

We will update the terms of this notice from time to time to reflect the latest view of what we do with your data. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us or otherwise by placing a prominent notice on our website.

## **Complaints, enquiries and feedback**

The Horniman Museum and Gardens tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice has been drafted with clarity in mind. It does not provide exhaustive detail of all aspects of the Horniman's collection and use of personal information. However, we are happy to provide any additional information or explanation needed.

Complaints and enquiries about, or suggestions for improvements to, our data protection processes should be directed to the Data Compliance Officer using the contact details provided below.

If you are not happy with how we have handled your complaint, you can contact the [Office of the Information Commissioner](#), which oversees the protection of personal data in the UK, or the Fundraising Regulator, which is responsible for overseeing fundraising activities carried out by charities in the UK.

Alternatively, you may choose to contact either the Information Commissioner or the Fundraising Regulator directly about your complaint, regardless of whether you have raised it with us first.

## **How to contact us**

By post: Data Compliance Officer, Horniman Museum and Gardens, 100 London Road, Forest Hill, London SE23 3PQ. By email: [enquiry@horniman.ac.uk](mailto:enquiry@horniman.ac.uk). By phone: 020 8699 1872.