Museum of Cardiff

Privacy notice

This privacy notice will help you understand what personal information the Museum of Cardiff collects from you in order to perform our public task of providing a museum service, how we store and use that information, and the choices you have when you have provided us with your personal information.

Who we are

The Museum of Cardiff opened to the public in April 2011, and is the only museum that tells the city’s history. Throughout all of our activities, the Museum of Cardiff aims to provide a service for its users that is inspiring and enjoyable, inclusive and accessible. Within this it commits to promoting access to its collections and its collections knowledge for present and future generations.

We collect information for various purposes as outlined below:

What personal data we hold

The types of personal data we collect include:

* Contact details, including name, address, telephone numbers and email address.
* Information about you that may be mentioned in a diary, photograph, film or interview acquired for our collections.
* Your views, opinions, questions and comments
* Records of your correspondence with us
* Your image when you visit as we operate CCTV

How we will use your personal data

We will use your personal data for the purpose of:

* Enquiries, room hire, event bookings, school bookings and generalcorrespondence
* Research Bookings and Research Declarations
* Collections and Exhibitions
* Borrowing and loaning items
* For contacting you with marketing information (when you have provided your consent **only**)

How long we will keep your personal data

We will only keep your personal data for as long as we need to in order to fulfil the purpose(s) for which it was collected and for so long afterwards as we consider may be required to deal with any questions or complaints that we may receive.

Our legal basis for processing your data

The legal basis for our use of your personal data will be one or more of the following:

* Processing your data to fulfil our public function as a museum.
* We rely on consent for certain processing activities, including marketing communications.

**Organisations we may share your data with**

We will not share personal data with third party organisations for marketing purposes.

We may however share your information with our associated organisations listed below, in order to continue to improve our understanding of our target audience and supporters.

* Cardiff Council
* Cardiff Museum Development Trust (reg. charity number 1135241)

Personal data contained in our Collections and the personal stories attached may be shared with partner individuals or organisations, including:

* Other museums for the purposes of exhibitions
* Visiting researchers
* General public if used in exhibitions, on our website, exhibitions, reference, research, publications, education, publicity, lectures, broadcasting, digitalisation, the internet and other new technologies

**NHS Wales Test, Trace, Protect**

The Museum of Cardiff is committed to ensuring the safety of its visitors and staff. In support of this, we are now legally obliged to collect and maintain a record of visitors who come onto our premises for the purpose of contract tracing, under the NHS Wales Test, Trace, Protect Service.

In order to help reduce the risk of a local outbreak of COVID-19, we will share the following information regarding your visit with the NHS Wales Test, Trace, Protect Service, if requested.

* Your name, including title
* Phone numbers and/or email address and/or postal address
* Date, arrival and departure times of your visit
* Number of tickets booked

Please note that we will only share this information with the NHS Wales Test, Trace, Protect Service, if asked, in the event of a fellow visitor testing positive for coronavirus.

All personal data relating to your visit will be retained in line with the present Museum records retention schedule and in compliance with GDPR.

Enquiries, room hire, event bookings, school bookings, and generalcorrespondence

We collect information about you when you contact us with an enquiry or make a booking with us.

* We use this information to answer your enquiry or booking.
* We also use this information to measure enquiry rates and response times, and to see how many bookings are received for different activities and events. This helps us plan our services. This information is anonymised wherever possible. We believe that using your information in these ways fulfils our public function as a museum.

We keep information on general enquiries and bookings for three years – in case you follow up on your original enquiry, and so we have a good pool of data in order to assist with planning our services, as outlined above.

**Research Bookings and Research Declarations**

We collect information about you when you contact us to use our collections/ research. If you make use of any materials held in the collections of the Museum of Cardiff we will ask you to sign our Research Declaration forms. The research declaration will be held in perpetuity as part of the museum’s official record.

We keep information on Research bookings for 6 years, for security purposes (so we can track missing and misfiled items). Information in legal documents such as copyright forms is held permanently.

Collections and Exhibitions

We collect information about you when:

* We acquire an object and the related documentation from you into the collection through donation, purchase or transfer
* You lend an item to us
* You borrow an item from us
* You offer an item to us
* You are depicted in an item donated to our collections, for example a photograph, letter, sound recording or film

If you consent to your photograph, video or audio recording being taken and added to our collection, this will be held permanently, as part of the Museum of Cardiff’s official record.

Sometimes, we also collect information about you indirectly, for example:

* You may be mentioned in a diary, photograph, film or interview acquired for our collections
* Your information may be supplied by a family member to assist in due diligence research
* It may be part of the contextual information around the history and provenance of a collections item

All items donated or loaned to the Museum of Cardiff are recorded in order to confirm the ownership and legal status of the Collection at the Museum of Cardiff.

In order to do this, we need to collect and store your name, address, your email address and telephone number, which is stored togetherwith details of the items which you have donated, sold, transferred or loaned and the reason for the items entering the Museum of Cardiff.

To administer our collections we need to record the source of objects, documents, images, recordings and publications for evidential purposes – that is to record the history of the item, who owns it and where any copyright is held. Research of this nature, particularly copyright rights, can take place at the point of acquisition, or some years later. Ensuring the Museum of Cardiff has the correct rights over an item means we can make the best use of our collections, through exhibitions, reference, research, publications, education, publicity, lectures, broadcasting, digitalisation, the internet and other new technologies.

Personal data contained in our Collections and the personal story attached to an object will be retained in perpetuity, as part of the Museum of Cardiff’s official record and to inform the research of future generations.

**Sensitive Personal Data in Collections**

Where Sensitive Personal Data is found in our Collections it is processed for the purpose of archiving in the public interest. Where such data would be likely to cause substantial distress or harm to the data subject, public access can be restricted for a specified period of time, but will still be retained in our Collections.

**Personal information within interviews**

The information contained within oral history interviews will be made available (subject to your agreement) through the Museum of Cardiff via exhibitions, on our website, exhibitions, reference, research, publications, education, publicity, lectures, broadcasting, digitalisation, the internet and other new technologies

We will keep this data in perpetuity, so as to preserve the oral history of the United Kingdom and inform the research of future generations.

**Important information for Researchers**

If you use the personal data present in our Collections as part of your research then you become a Data Controller in relation to that data, and are responsible for using that data ethically and in compliance with the law. In particular, personal data which is used for research purposes may not be used in order to make decisions about or take actions in relation to the data subject in question, and may not be used in ways which would cause substantial damage or distress to them.

Borrowing an item from us

When you borrow an item from us, we collect information from you so that we can administer the loan out and track the object’s location.

Offers of items on loan

If you offer an item on loan to us we may ask if we can keep your personal details on file so that we can contact you if we put on an exhibition relating to the item in the future.

With your consent we will keep your information on file until you contact us to remove your information from our records. We will only contact you in connection with the items you have offered for loan.

Photographs, video or audio recordings

Sometimes we will ask for permission to take photographs, video or audio recordings of individuals as part of our programmes and exhibitions, or to help promote our services. We will always ask for your consent before we do this and ask you to complete the relevant forms authorising us to proceed.

We retain the images and recordings from 15 years from date of consent. After 15 years we will either ask you if you are willing to extend your consent for their continued use, or we will delete them. The processing is on the basis on your consent.

CCTV

Museum of Cardiff premises are protected by CCTV and you may be recorded when you visit us. Notices are clearly displayed around the Museum of Cardiff.

The information gathered is used for security and crime prevention and detection. Operating securely and protecting publicly held assets is a key part of the Museum of Cardiff’s public purpose. CCTV images may be passed to the police or other agencies if they are required to investigate crime.

CCTV images will only be accessed by authorised staff and are stored for up to 30 days.

Social media activities

We use your data for:

* Social media marketing
* To respond to customer enquiries received via the Museum of Cardiff’s social media channels

We collect information in the following ways:

* From social media platforms such as Facebook, Twitter and Instagram
* From the social media management platform Hootsuite

These social media platforms have separate Privacy Policies, which outline what data they collect, why they collect it, how they use that information, and the choices they offer users, including how to access and update information. You can find links to the Privacy Policies of the social media platforms we use below:

[Facebook](https://en-gb.facebook.com/policy.php)

[Privacy Policy (twitter.com)](https://twitter.com/en/privacy)

[Data Policy | Instagram Help Centre](https://help.instagram.com/519522125107875)

During the course of assisting with an enquiry, sometimes personal information, such as a name, username, handle, or other identifier, email address or phone number, will be passed on to another department in the museum that is better able to assist with the enquiry, for example the Learning or Curatorial departments.

**Marketing communications**

If you ‘opt-in’ to receive marketing communications we may contact you about our goods and services. We collect this information from a form where you have actively given your consent to be contacted with marketing information. This usually means ticking a box to show you agree.

You have the choice as to whether you want to receive or continue to receive these messages. You are also able to select how you receive them (post, phone, email) and to change your preferences at any time.

When you receive information from us, we may collect information about your response and this may affect how we communicate with you in future.

You have the right to withdraw your consent to the processing at any time by notifying the Data Protection Officer in writing. ​​​

**Surveys/Questionnaires and Evaluation forms**

Sometimes we will ask you to complete a survey questionnaire or evaluation form about our services, in order to help us monitor and improve them, or because we are required to provide this information to our funders.

We retain your information for 3 years and process it on the basis of your consent. After this period we will delete your information from our records.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

**Your Rights**

Your information is stored securely by the Museum of Cardiff for the purposes described above.

We will not share your information with any third parties without your explicit consent unless we are required or permitted to do so by law.

You have the right to request that we provide you with a full copy of any information we hold on you.

Where you believe the personal information we hold is inaccurate, for example where your contact details have changed, you have the right to demand the immediate rectification of any inaccurate data we hold on you.

If you wish to exercise any of these rights or have any queries or concerns regarding the processing of your personal data, please contact the Data Protection Officer as indicated below. You also have the right to lodge a complaint in relation to this privacy notice or the Museums processing activities with the Information Commissioner’s Office which you can do through the website below or their telephone helpline.

You can obtain further information about these rights from the Information Commissioner’s Office​​​​ website or via their telephone helpline 0303 123 1113.

**Contact Us**

Please contact the Data Protection Officer for further information.

Data Protection Officer

Information Governance Team

County Hall

Atlantic Wharf

Cardiff

CF10 4UW

[dataprotection@cardiff.gov.uk](mailto:dataprotection@cardiff.gov.uk)

**Changes to this Privacy Notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 9 June 2020.