



## Privacy Notice

Gairloch Museum

Governing Body: Gairloch & District Heritage Company Ltd

Date on which this notice was first published 28 May 2018

Date at which this policy is due for next review March 2020

### **Museum's Statement of Purpose (as per our Articles of Association)**

To maintain Gairloch Museum is the main activity of the Gairloch & District Heritage Company Ltd. The purpose of the Company, as a Registered Charity, is to promote and encourage interest in, and care for, the history, culture, beauty and character of the Parish of Gairloch, for the benefit of all who wish to be engaged in such advancement of its heritage, be they locally resident, visiting the area in person or in contact through any form of communication from afar.

## Privacy Notice

This document provides information on the personal data we collect and what we do with it.

### A. What personal information do we collect?

We collect the personal information that people give us voluntarily as part of activity bookings, online purchases, membership applications, Gift Aid forms, email list sign-ups and visitor surveys.

The information we collect may include:

- name, title, gender
- postal address, email address and phone number
- spouse/partner details.

We may also collect and hold information about any contact you have with us as a visitor, customer or supporter of Gairloch Museum. This may consist of the following:

- ticket purchase and event registration and attendance
- online retail purchases
- contact preferences
- Gift Aid status
- details of correspondence
- relationship with items in our collection (e.g. donor, creator)
- any other information provided at our request.

### B. What do we do with personal information?

Depending on individuals' relationship with the Museum and preferences indicated, data we hold may be used by us for the following purposes:

- Sending promotional, marketing or fundraising information by post, telephone or electronic means. These types of communications can include:
  - information about our activities, events, exhibitions, events or new products
  - news and updates about Gairloch Museum
  - information on our fundraising operations, including occasional targeted requests to consider giving financial support to Gairloch Museum, or requests for other types of support;
  - other relevant communications based upon individuals' relationship with Gairloch Museum.
- Sending out surveys, and for market research purposes.

- Using tools that monitor the effectiveness of our communications, including email tracking, which records when an e-newsletter from us is opened and/or how many links are clicked within the message. The data from this tracking is generally used in an aggregated and anonymised form.

It is possible to opt out of any or all communications at any point simply by contacting [info@gairlochmuseum.org](mailto:info@gairlochmuseum.org)

There are some membership and donation communications that we are required to send regardless of contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This would include membership cards, renewal reminders, Gift Aid confirmation letters and querying returned mail.

### **C. Who might we share personal information with?**

We do not disclose personal data to any third parties or external organisations other than our bulk email distributor Mailchimp.

We are required to ensure any transfers of data will be done securely, in accordance with best practice, and in compliance with the Data Protection Act 1998.

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

### **D. How do we ensure your information is kept securely?**

We take measures to protect against unauthorised access and improper use or disclosure of personal data. All our employees and volunteers who have access to, and are associated with, the processing of personal data, are legally obliged to respect the confidentiality of our visitors' and supporters' personal data.

### **E. How can I access the information about me?**

You can ask us if we are keeping any personal data about you and you can also request to receive a copy of that personal data – this is called a Subject Access Request.

To make a Subject Access Request you will need to provide adequate proof of identity such as a copy of your passport, birth certificate or driving licence before your request can be processed. There may also be a fee of up to £10 depending on the volume of work required.

Please try to be as clear as possible about the information you are seeking.

Once we have received your Subject Access Request, the agreed fee and proof of identity, you will receive a response from us within 40 days and you will be able to get copies of any information we hold on you. However, exemptions to disclosure may apply in some circumstances.

Subject Access Requests should be sent to:

Data Protection Officer  
Gairloch Museum  
Gairloch  
IV21 2BH

Email: [info@gairlochmuseum.org](mailto:info@gairlochmuseum.org)

At any time you may request that we delete or correct your personal information. If you wish to correct any information on you held by Gairloch Heritage Museum, please contact [info@gairlochmuseum.org](mailto:info@gairlochmuseum.org).

#### **F. Changes to our privacy notice**

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

#### **G. How to contact us**

If you have any comments on our privacy notice, or information we hold about you, please contact us:

- by email to [info@gairlochmuseum.org](mailto:info@gairlochmuseum.org)
- or in writing to Gairloch Museum, Gairloch IV21 2BH.