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## 1. Introduction

This privacy policy applies to information that Dunwich Museum collects about:

- Visitors to our digital platforms.
- Devices connected to our Wi-Fi services.
- People who use and support our services.
- Job and volunteering applicants.

The notice provides information on how we use any personal information that we collect, your rights to access and correct information we hold about you, and how to contact us for queries or complaints about our use of your personal information, or to unsubscribe from our communications.

### Our Details

Charity number: 12006311

Address:

Dunwich Museum, St James Street, Dunwich, IP17 3DT

### Complaints and how to contact us

You have a right at any time to stop us from contacting you. If you would like to opt out of receiving communications, please email us using the email \_\_\_\_\_.

If you would like to make an enquiry about data protection, raise a concern or complain about how your information has been used, you can contact us in the following ways:

**By post:** Dunwich Museum, St James Street, Dunwich, IP17 3DT

**By telephone:** 01728 648796

**By email:** [manager@dunwichmuseum.org.uk](mailto:manager@dunwichmuseum.org.uk)

If you would like to make a request to access the information we hold about you, please see the access to your information section in this notice.

Alternatively, you are entitled to raise a concern to the Information Commissioner's Office (ICO) without first referring your complaint to us. See here for more information:

<https://ico.org.uk/concerns/>

## 2. What information do we collect

Personal information is collected directly from you when you interact with us and allow us to do so, for example:

- Sign up for our update emails.
- Attend our events.



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- Make a purchase.
- Join as a member.
- Make a financial donation.
- Donate an item for the Museum's collection.
- Sending or receiving an email.
- Make an enquiry.
- Research enquiries.
- Visit our website.
- Apply for a role with us.
- Hire our space for an event.
- Participate in a registered event.
- When you voluntarily complete a survey or attend a consultation event.
- Provide feedback.
- Participate in social media conversations.
- Device information, i.e. MAC address.

Information may be collected in person, over the phone, through our website, social media, email, or from something you've mailed to us.

We also collect information when you allow others to share it with us via third parties, for example:

- Company contacts.
- Organisations processing data on your behalf, e.g. Direct Debits.
- Third party fundraising sites, e.g. Just Giving.
- Third party crowdfunding sites, e.g. Art Fund.

### **2.1 What personal information do we collect?**

Personal information we collect may include:

- Your name, including your title.
- Gender.
- Date of birth, only where need when applying for roles in our Museum.
- Postal and email addresses.
- Phone numbers.
- Bank details.
- Your profession where appropriate.
- Your age, ethnicity, disability, and family status where appropriate.
- Current interest and activities.
- Standard internet log information and details of visitor behaviour patterns, including Wi-Fi usage.

We will also collect and hold any contact information you have with us as a visitor, customer, or supporter of Dunwich Museum, and this may include details of:

- Donation information.



- Event ticket purchase.
- Contact preferences.
- Retail purchases.
- Gifting information, including Direct Debit bank details where applicable.
- Gift Aid status.
- Details of correspondence sent to you or received from you.
- Donor status and wealth assessment information.
- Employment information and professional activities.
- Selected media coverage, where relevant.

### **2.2 Why collect your personal information and how we use it?**

The law requires us to ensure that we have a lawful basis for processing your personal data and so we only use your personal data when we believe it is lawful to do so, as shown below:

#### **To fulfil our obligations under a contract with you**

We may process your personal data if we have a contract with you. For example:

- When you make a donation, we need to use your personal data to administer your donation, e.g. processing your Gift Aid donation and corresponding with you regarding your donation.
- When you hire our spaces for an event, we will process your personal data in order to facilitate this booking.

#### **When we have your consent**

If we have asked your permission to do in advance, we may use your personal data to:

- Send you emails about upcoming events and exhibitions.
- Send you our newsletter and updates.
- Contact you to ask you to respond to surveys or take part in a focus group.

#### **When we have a legal obligation to do so**

We may process your personal data when we have a legal obligation to do so. For example, when:

- Storing information about donations and transactions for tax and audit purposes.
- Complying with your data rights, e.g. to have accurate information held about you if you ask us for a copy of your data or for us to delete your data.
- Using CCTV recording equipment on our premises for security purposes.

#### **When it is our legitimate interest to do so**

We may process your personal data when we believe that we have a legitimate interest in doing so. For example, we may:

- Analyse how our audience respond to our marketing and communications so that we can ensure we are being relevant and targeting the right audiences.



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- Identify and contact individuals who are in a position to support the Museum.

### **To perform our public task**

We may process your personal data in order to enable use to fulfil our statutory obligations.

- Processing donor's personal data in order to add objects to our collection and display them, making them accessible to our visitors and to provide provenance, ownership, and copyright details about the object and ensure compliance with regulations.

### **For your vital interests**

We may process your personal data if it is for your vital interests and safety. For example, in relation to certain events where you may be requested to provide emergency contact details or similar information.

### **Information collected regarding donations to our museum collection**

We collect information about you regarding when you make a gift to the Museum's collection or indicate a future bequest. This information is used to verify the provenance and copyright of the item and to provide an audit of ownership. This information will not normally be made publicly available; consent will be sought from the donor if the occasion arises in which the donor's name is required to be linked to an item on display.

We also collect information relating to any financial support you give the museum, and this may be shared for processing purposes, e.g. with HMRC or your bank.

## **3. How will we use information about you**

We collect information about you in order to fulfil our public task and provide you with the service/s you have requested.

When you sign up to newsletter or opt-in to our communications using our forms (e.g. a donation form or online form) or in person, then you are giving us your consent to send you marketing and fundraising materials by the methods you have chosen (e.g. email or phone call). We will never send you marketing without your consent and you can withdraw your consent at any time.

We will ensure we have a legal basis to use your persona information for the other purposes mentioned in this policy (usually with your consent, further to a legitimate interest assessment, or the use of your data necessary to comply with a legal obligation).

### **Administration**

- Receiving donations (for example, Direct Debits or gift-aid instructions)
- Maintaining databases of our members and other supporters
- Processing Membership subscriptions
- Performing our obligations under membership contracts



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- Managing custody of our collection including our intellectual property rights
- Carrying out due diligence to meet our compliance duties (for example, before making any acquisition into our collections, accepting financial support or making agreements for the supply of goods and services)
- Processing enquiries and requests for information
- Managing feedback, comments and complaints we receive
- Helping us respect your choices and preferences
- Recruitment and staff management
- Management of suppliers of goods and services
- Managing your visit (for example, health and safety, security, lost property, safeguarding, and incident management)

### **Processing your donation or purchase**

When you make a donation or other payment to use, we will use your payment details, contact details, payment amount, date and time of payment; to process the payment and take any follow-up administrative action needed.

There are some membership and donation communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This would include Direct Debit confirmations, thank you and renewal letters, members benefits, and queries regarding returned mail or bounced payments.

### **Gift Aid Processing**

If you choose to include Gift Aid with a donation to us, then we will also ask for your address and UK taxpayer status as this information is required by law. You can [read more about how Gift Aid works here](#). This information is needed for us to fulfil obligations under tax (sections 413 to 430 Income Tax Act 2007) and charity law. This information will be shared with HMRC for tax regulation purposes and may be shared with the Fundraising Regulator and the Charity Commission in the event of an enquiry or investigation.

### **Research**

The museum collects contact details of people with personal connections and stories relating to Dunwich. These are currently only held in a notebook and people are for their consent for contact details to be passed on to researchers with family or similar connections.

### **Responding to enquiries**

If you contact us with a question, comment, compliment, or complaint, then we will keep a record of this correspondence and any associated documents so that we have the information available in the event of a follow-up, dispute or investigation.



### **Notify you of changes to policies**

If we make significant changes to our policies which may affect you, we will use your contact details to inform you of the changes.

### **Requesting information if you are attending our events**

If you participate in an event that we have organised, we may ask you to provide information to make sure that we can manage the event safely and efficiently. We may also ask you for details of any accessibility needs which you may have, so that we can ensure our event is inclusive, in line with the provisions of the Equality Act 2010.

If you participate in an event organised by an external party, then your information may be passed on to us by the processor. We will only use this information if you have given your consent for this.

### **Fundraising, Marketing, and Communications**

We may use your information to promote our activities and events and to help with fundraising. This includes keeping you up to date with our exhibitions and events, and to send you general information about fundraising, memberships, and other ways you may be able to support us.

## **4. Disclosing and sharing your personal data**

We will never sell your personal data.

If you have opted in to marketing, we may contact you with information regarding events hosted by our partners. These communications will always come from us and will be incorporated into our own marketing.

We may share your data with contractors (for example, Direct Debit for memberships). Information is transferred to data processors securely and we retain full responsibility for your personal data as the data controller. These activities are carried out under contracts which impose strict requirements on our contractors to keep your personal data confidential and secure.

Occasionally, we arrange events with other organisations, such as Art Branches and the National Trust. We may share limited data with such organisations, for example where you are registered to attend events. We will only share information when necessary.

We share your personal data where required to do so for prevention of crime or for taxation purposes. These requests will be assessed on a case-by-case basis and in line with data protection law. We may be required to share your data with regulators or with other organisations in line with the law (e.g. the Charity Commissions, Companies House, and local authorities).

## **5. Children, young people, and vulnerable adults**





We take care to protect and respect the rights of individuals in relation to their personal data, especially in the case of those aged 12 or younger.

We do not use the personal data of children, young people, or vulnerable adults for marketing purposes, and we won't profile from it.

Personal data about children, young people, and vulnerable adults is accessible only by our staff on a strict need-to-know basis. Further information about Safeguarding is available in our Safeguarding Policy.

## **6. Data Security**

### **6.1 Protection**

We employ a variety of physical and technical measures to protect information we hold and to prevent unauthorised access to or use or disclosure of personal data.

Physical data we retain is kept in locked storage in the museum and/or in our archives and is accessible only to relevant members of staff.

Electronic data and databases are stored on password protected computers, in password protected documents and we control who has access to information using both physical and electronic means. Where systems are backed up to the Cloud (iCloud or Microsoft), the servers are located within the UK or EU.

Staff will receive data protection training, and we maintain a set of data protection procedures which our staff are required to follow when handling personal data.

### **6.2 Payment security**

If you use a payment card to donate or to buy membership, we will pass your payment details securely to our payment provider. We comply with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council.

## **7. CCTV**

Dunwich Museum is protected by CCTV and you may be recorded when you visit the Museum. We use CCTV to help provide a safe and secure environment for visitors, our staff and volunteers, and for our collection and to prevent or detect crime.

All information is processed on our CCTV system. The system is managed in accordance with our standard operating procedures and in line with good practice guidance issued by the Information Commissioner's Office. CCTV images will only be accessed by authorised security staff and are stored for up to 31 days unless flagged for review.

## **8. Wi-fi and cookies**

For those using the Reading Room's Wi-Fi network, our Wi-Fi network automatically captures Media Access Control (MAC) addresses in order to connect devices to our Wi-Fi access point.

### **Cookies**





A cookie is a small file which stores information that a website puts on your hard disk. A cookie will record your preferences when using a particular site. If you wish to know more about cookies, please read up on them through organisation such as the BBC:

<https://www.bbc.co.uk/usingthebbc/cookies/what-do-i-need-to-know-about-cookies/>

## **Third Party Cookies**

Please note that during your visits to the London Museum websites you may notice some cookies that are not related to us. When you visit a page with content embedded from, for example, YouTube or Twitter (X), you may be presented with cookies from these websites. The Dunwich Museum does not control the dissemination of these cookies. You should check the third-party websites for more information about these.

Dunwich Museum does have links to websites owned and operated by third parties. However, we are not responsible for their privacy policies, including cookies, and we advise you to review them.

## **9. Storing your personal data**

### **9.1 Where your data is stored**

We are wholly based in the UK. We will store your personal data within the United Kingdom or backed up onto servers in a country with an adequacy regulation such as the European Economic Area.

### **9.2 Retention of your personal data**

We will only retain your personal data for as long as it is required for the purposes for which we collect it. How long we keep your personal data for will depend on:

- Our legal obligations.
- The nature and type of the information we are processing.
- The reason for which we collected it.

For example, should you ask us not to send you marketing emails, we will stop storing your email address for marketing purposes. However, we will need to keep a record of your preference.

We continually review what information we hold and will delete personal data which is no longer required.

## **10. Control of your personal data**

### **10.1 Your rights**

Under data protection law, you have rights which allow you to have a say in how we use your personal data. These are called Data Subject Rights. You have:

- the right to know whether we hold your personal data



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- the right to receive copies of the personal data we hold about you (a 'subject access request')
- the right to have your personal data erased (however this is conditional on why we are storing your personal data)
- the right to have inaccurate personal data corrected (rectification)
- the right to object to your personal data being used for direct marketing or profiling
- the right to be given a copy of personal data that you have provided to us electronically (and which we process automatically based on your consent or the performance of a contract) in a common electronic format
- the right to have any automated decisions made about you explained by a person.

Under data protection law, we have one month to fulfil any of your data subject rights. In certain situations, we may extend the statutory deadline by a further two calendar months. We may also ask you to provide further information to help us identify you (such as a Membership number or ID) or identify where you have interacted with the Museum. Where this is the case, the request will only be considered valid on receipt of this information.

Sometimes we can't fulfil your data subject rights request in the way that you may expect. This is because an exemption may apply, or we are processing your information for a lawful reason which may mean that you can't exercise that right. Where appropriate, we will inform you of the decision.

If you'd like further information on your rights or wish to exercise them, please contact our Data Protection Officer at the address below.

Should you wish to make a subject access request, please contact our Data Protection Officer providing:

- a clear explanation about what information you are requesting
- your Membership number (where you are a member)
- a copy of your ID (where you are requesting CCTV or where we can't identify you through other means).

Please be aware that we may ask for other information from you on a case-by-case basis to help us to identify you.

### 10.2 Complaints

Should you have a complaint about how we have used ('processed') your personal data, you can complain to us directly by contacting our Data Protection Officer in the first instance.

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



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regulates and enforces data protection law in the UK. Details of how to do this can be found at [www.ico.org.uk](https://www.ico.org.uk) ([Opens in new window](#)).

### **11. Changes to this privacy policy**

We may amend this privacy policy to ensure it remains up-to-date and continues to reflect how and why we use your personal data. The current version of our privacy policy will be available on our website.

Any questions you have in relation to this policy or how we use your personal data should be sent to the museum by email or post.

Last Reviewed: March 2025 by Sarah Peel and Jane Hamilton

Next Review due: March 2027