



PRIVACY POLICY

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PRIVACY POLICY

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1. Introduction

Whitby Literary & Philosophical Society (WLPS) was established in 1823, the chief objective of the Society was to set up and maintain a Museum. WLPS still run Whitby Museum to this day holding its extensive and varied collection “in trust for the people of Whitby”. The Society is run by a trustee committee. Its membership can take an active part in the operation of the Society by voting at the AGM and by volunteering to help run Whitby Museum.

As a registered charity we are committed to protecting the privacy of our members, supporters and visitors. This document explains how, when and why we collect their personal information together with how we use it and keep it secure.

If you have any queries, please contact –
Museum Manager
Whitby Literary & Philosophical Society
Whitby Museum
Pannett Park
Whitby
North Yorkshire
YO21 1RE

Our registered charity number is 1171266.

We are registered on the Information Commissioner’s Office Data Protection Register under reference number Z3618103.

2. How, Why and When We Collect Your Personal Information

We collect personal information from you in a number of ways dependant on how you interact with us –

- a. **Members of the Society** – We collect your name, postal address and, if you wish to share it with us, your telephone number and email address. These details enable us to contact you regarding your membership, send you your copy of the annual report and newsletters, keep you informed of what is happening and provide you with the benefits of membership. This forms part of the terms and conditions of your membership.
- b. **Patrons of Whitby Museum** - We collect your name, postal address and, if you wish to share it with us, your telephone number and email address. These details enable us to contact you regarding your sponsorship, send you your copy of the annual report and newsletters, keep you informed of what is happening and provide you with the benefits of sponsorship. This forms part of the terms and conditions of our supporters’ schemes. If you decide to sign up to Gift Aid, we are legally required to obtain your name and address.
- c. **Visiting the Museum, Tea Room or Shop** – When paying your admission fee if you decide to sign up to Gift Aid we are legally required to obtain your name and address. If you pay via cheque or card, we need to take your bank details in order to process the transaction. If purchasing an item via the telephone we also need to take your address for postage, this is then securely destroyed. For the safety of our visitors, buildings and collection CCTV is in operation. The footage is stored temporarily and CCTV signage is displayed.

- d. **Visiting the Museum Library** – For the security of our collection names and addresses are taken when accessing items from the collection or when borrowing such items. To ensure compliance with copyright law, names and addresses are obtained when copying an item from the library collection.
- e. **Donating an Item to the Museum Collection** – In order for us to comply with National Museum Accreditation standards we need to obtain your name, address, telephone number and email address. This enables us to accurately record the details of gifts, purchases and loans to our collection and disposals from it. We also require this information to ensure that we comply with copyright law when providing copies from our collection.
- f. **Entering a Competition or Attending an Event** – We may collect your name and telephone number or email address to contact you should you win a competition or inform you if an event has been amended or postponed. These details will be securely destroyed once the event or competition has taken place.
- g. **Visiting our Website** – In order to make our website easier to use and improve our service the website uses cookies like most major websites. A cookie is a small text file which contains information that may be passed back and forth between your browser and the computer running the website. We use cookies to enable us to monitor how many people visit our website, which pages they view and their country of origin. This helps us to target our marketing and monitor website effectiveness. The cookies do not allow us to identify individuals and provide us with no personal information.
- h. **Images** – We may from time to time take photographs in the Museum and at events in order to promote ourselves. Where these images involve people –
 - Groups – For group photos such as audiences at an event where no individual is focussed upon we will not seek permission.
 - Adults – For photos focussed upon adults who are easily identifiable we will seek verbal permission for their use.
 - Children – For photos which easily identify children we will obtain written permission from a parent or guardian.
- i. **General Correspondence and Normanby Room Bookings** – We collect information about you when you write or email us with an enquiry or when you book our Normanby Conference Room. We need this information in order to deal with your enquiry or process your room booking. Enquiry correspondence will be kept for a period of 1 month in case any follow up is required. Room booking forms will be kept for 1 month in case a problem arises after the date of the booking.
- j. **Social Media Activities** – We use your personal information in order to respond to queries received via our social media channels; Facebook, Twitter, Instagram and Tripadvisor. These social media platforms have their own privacy policies, for more information please consult their websites. We endeavour to answer as many queries as possible received via our social media channels. The information used will have been provided by the customer, or in the case of a user name or handle, obtained from a public source where the user has chosen to publish the information. We only collect information relevant to the enquiry and encourage our customers to avoid posting personal information publicly.
- k. **School Bookings** – We collect school information and personal contact details for a lead person for any school booking. This information is used solely for the purposes



of administering the visit. The information will be kept for a period of 1 month in case any problems come to light after the visit has taken place.

3. **How We Protect Your Personal Information and How Long We Keep It For**

We are committed to keeping your personal information safe and secure. To this effect we have implemented security procedures to protect your data under our control, designed to stop unauthorised access and improper use. All of our employees and volunteers who have access to the processing of personal information are legally obliged to respect your confidentiality.

We have established a retention policy detailing how long each set of personal information is to be kept;

- Membership/ Patrons – Details will be kept for 1 year after the membership/sponsorship has lapsed.
- Gift Aid – We have a legal requirement to keep the details for a period of 6 years.
- Library Records – 6 years for copyright purposes.
- Museum Collection – This information is kept permanently as part of the Museum records.
- Competitions/Events – Details will not be kept after the date of the event/competition.

After these timeframes have elapsed all personal information will be securely destroyed.

4. **Who We Share Your Personal Information With**

We do not share any of your personal information with any third parties or external organisations, with the exception of Gift Aid where we are legally obliged to share the information with HMRC.

5. **Your Rights**

Your personal information belongs to you and we wish to give you as much control of it as possible. You can request access to the personal information we hold at any time. You have the right to correct any inaccuracies in the information we hold. You can change your contact preferences at any time. In certain circumstances you have the right to ensure that we erase all the information we hold. You have the right to withdraw consent for us to process your personal data.

If you have any questions, please contact our Museum Manager at –

Museum Manager
Whitby Museum
Pannett Park
Whitby
North Yorkshire
YO21 1RE

01947 602908

manager@whitbymuseum.org.uk

You also have the right to lodge a complaint with UK Information Commissioner's Office about our processing of your data and any other data protection matters. For more information visit the website www.ico.org.uk.



6. Policy Updates

This policy was amended on 13 July 2023. It replaces any previous versions and is due to be reviewed in August 2026 or sooner if necessary.