

Manchester Museum Privacy Notice

Related documents you may wish to view:

- The University of Manchester's Privacy and Information Guidance
- The University of Manchester's Privacy Notices
- Manchester Museum's Website Privacy Notice
- Manchester Museum's CCTV Privacy Notice

Manchester Museum is committed to looking after any information you make available to it in accordance with data protection and privacy laws. This applies whether the information is obtained directly from individuals via our website, by completing online forms, by making online bookings, or by other means such as phone calls, e-mail, printed forms, or in person. It also applies to information obtained from publicly available sources.

Manchester Museum is part of The University of Manchester. The University of Manchester is the Data Controller and is responsible for any personal information we may collect about you. This policy outlines whose information Manchester Museum collects, what information it collects, how it collects it, and what it does with it.

Personal data

Whose information do we, Manchester Museum, collect?

We collect personal information about the following categories of people:

- Visitors to the Museum
- Audiences at our events
- Subscribers to our mailing list
- Supporters (such as visitors who donate using Gift Aid)
- Donors (such as those who have contributed to specific appeals)
- Customers (including people who purchased items from our Shop)
- People hiring the building, or spaces within it
- Schools, groups and teachers who make bookings with us
- Media and press
- Participants in engagement, volunteering, work experience or community activities
- Other stakeholders
- Other enquirers

What information do we collect?

Depending on the nature of your relationship with Manchester Museum, we may collect some or all of the following information:

- Biographical information consisting of your name, title, birth date, age and gender;
- Your contact details including address, email address and phone number;
- Information about any event tickets you have bought (including free, bookable events);
- Information about the items you have purchased from our Shop;
- Your current interests and preferences
- Access and dietary requirements (e.g. if attending a catered event)

- Medical information (e.g. for student placements)
- Occupation and professional activities
- Film or photography of our events and activities which may include images of our visitors
- Records of donations or transactions (We may also collect and store bank or credit/debit card details, however, please note that the University is fully PCI-DSS compliant.)
- Attendance at events

How do we collect the information?

Information is collected under the following circumstances:

- Booking tickets, buying merchandise online, in person or over the phone
- Booking a school or group visit
- Subscribing to our mailing lists or other marketing communications
- Becoming a supporter by making a donation to Manchester Museum
- Providing information via surveys and evaluation activities
- Completing a photography or film consent form
- Taking part in a competition
- Through personal contact with a staff member
- From publicly available sources
- Enrolling on an engagement, volunteering, work experience or community programme

What do we do with the information?

We use the information to help us to:

- Provide and manage our services, such as attendance at events or school bookings
- Inform our business decisions, such as how to manage stock for our Shop
- Manage contact with, and provide information to our funders and supporters
- Communicate with our visitors and audiences about our news, and updates
- Administer payments and purchases
- Administer donations, including Gift Aid
- Understand who our audiences are to improve our services, or to provide information to funders or partners.
- Provide an appropriate environment, or level of support to participants in our engagement, volunteering, work experience or community programmes
- Respond to emergency situations appropriately for our visitors.

We may use the information you provide to undertake analysis and evaluation projects. Sometimes this means gathering information from publicly available resources (e.g. the electoral register, press, the charity register) or it can mean using a third party to help us report on our visitors, audiences, stakeholders, donors, subscribers and supporters (such as where our audiences come from, or the demographic profiles of our event attendees).

We regularly communicate with our audiences via email. E-newsletters are sent to a list of people who have signed up to receive them. If, as a subscriber to our e-mailing list, you no longer want us to contact you, or you wish to amend the type of communications you receive, then you can opt out or change your preference at any time, either by contacting Manchester Museum, or via the unsubscribe link included in every email we send you.

Who will my information be shared with?

We only share anonymised information with external parties for research and/or funding purposes, including HLF, ACE, HEFCE, AHRC, Trusts and Foundations and Sponsors.

We never share personally identifiable information with third party suppliers and list of our suppliers can be provided on request.

We may still use your personal information in the following situations, which are likely to be rare:

- Where we need to comply with a legal obligation
- Where we need to protect your interests (or someone else's interests)
- Where it is needed in the public interest or for official purposes.

We will ensure that all personal data you supply is held safely and securely and in accordance with data protection and privacy laws, including the new General Data Protection Regulation (GDPR).

We do not sell or otherwise transfer personally identifiable information to any third parties unless you have consented to this or this is permitted by law.

We will keep your data in accordance with the University's retention policy which can be viewed here: <https://www.manchester.ac.uk/discover/privacy-information/freedom-information/record-retention/>

What are my rights in connection with my personal information?

Your rights are fully explained on the University's website here:

<https://www.manchester.ac.uk/discover/privacy-information/data-protection/your-rights/>

Who can I contact?

If you have any questions about how your personal information is used, or wish to exercise any of your rights, please consult the University's data protection webpages. If you need further assistance, please contact the University's Data Protection Officer (dataprotection@manchester.ac.uk).

How do I complain?

If you are not happy with the way your information is being handled, or with the response received from us, you have the right to lodge a complaint with the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, SK9 5AF.

Are changes ever made to this notice?

This privacy notice was last updated in November 2018 and may be amended from time to time. If this privacy policy changes in any way, we will place an updated version on this page.