

Privacy Notice

The Whitworth

This privacy notice explains what personal information is collected, what it is used for and who it is provided to. The notice also describes why The University of Manchester, of which the Whitworth is a part, requires your data, and the legal basis on which it does this.

This privacy notice relates to the Whitworth. It provides additional information that specifically relates to this particular service and should be read together with The University of Manchester general privacy notice, which provides more detail.

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

What kinds of personal information does this service use?

We record some basic details about our visitors, supporters, lenders and partners.

General visitors to the gallery will only be asked for this information as part of surveys which we use to improve our visitor experience. You have no obligation to provide us with any details and in most cases, surveys are anonymous.

We hold more detailed information on supporters, donors, sponsors, lenders and project partners. This includes contact information, personal/ business interests, payment details, and history of relationship with the gallery. We also collect, for research purposes, some more sensitive information (known as special category personal information). This is anonymised but may include:

- ethnic origin
- politics
- religion
- health
- sexual orientation

If you visit the Whitworth we may also capture CCTV images of you. We may also collect photographs if you attend events at the gallery organised by us or a third party for archive and publicity purposes.

What is your personal information used for?

The Whitworth uses your personal information in order to:

- Provide the services you have subscribed to - for example, to send you our newsletter or event invitations.
- Identify you when you contact us and when we contact you (this is explained in further detail below).
- For statistical analysis about who visits and uses our services so we can better understand our audiences.

- For monitoring and improving our services.

What is the lawful basis we are relying on to use personal information?

We only use your personal information where it is necessary to perform our public tasks by providing and maintaining the Whitworth, because it is in the wider public interest to do so (Art 6(1)(e) of the General Data Protection Regulation 'GDPR').

From time to time, we send out information to gallery visitors about upcoming events. We will send this information to interested parties under Article 6(1)(f) of the GDPR ('legitimate interests').

However there may be circumstances where we are required to use your information by law (Art 6(1)(c) of the GDPR), or to protect someone in an emergency (Art 6(1)(d) of the GDPR).

Where you have provided us with any special category information, we will only use or share this information if you have given explicit consent to do so (Art 9(2)(a) of the GDPR).

Who we will share your personal data with:

Only staff of the Whitworth and our partner museums (Manchester Museum and Manchester Art Gallery) have secure access to your personal information. In some circumstances your personal details may also be disclosed to other employees of The University of Manchester. This can happen when other departments are required to help us provide the services you have requested or when it is necessary to answer an issue you have raised that is beyond our expertise.

We will not share your information with organisations other than our partner museums (see above), or specialist transport companies (in the case of lenders) without your consent. Anonymised information on our audiences will be shared with audience agencies, software providers used to manage our services, researchers and funders. There may be certain circumstances where we would share without consent such as where we are required to do so by law, to safeguard public safety, and in risk of harm or emergency situations. Where this occurs only the minimum information for the purpose will be shared.

We use MailChimp as our marketing automation platform. When subscribing to our newsletter, you acknowledge that the information you provide will be transferred to MailChimp for processing in accordance with their [Privacy Policy and Terms](#).

There may be certain circumstances where we would share personal information about you without your consent. For example, where we are required to do so by law (Art 6(1)(c) of the GDPR), and in emergency situations (Art 6(1)(d) of the GDPR).

Automated decision making / Profiling:

Not applicable

How long will you keep my personal information for?

We will keep your information for as long as is necessary to provide a public service to you. You can unsubscribe from receiving information at any time.

Lender information is stored on our collections management system, KE EmU in perpetuity for archive purposes.

All systems where personal information is stored have restricted access.

What rights do you have in relation to your personal information?

To read about what rights you have regarding the personal information used for this service:

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

How to contact us

If you have any questions or concerns about how the Whitworth or The University of Manchester uses your personal information, please contact The University of Manchester's Data Protection Officer. The contact details are found <https://www.manchester.ac.uk/discover/privacy-information/contact-us/>

You have the right to have any personal information amended or removed at any time.

If you have signed up to the Whitworth's e-newsletter, we will use the information you have provided on the signup form to provide updates and marketing and to make you aware of fundraising campaigns. You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us.

Complaints or queries

If you have any concerns about the way we process your personal information, you have the right to complain to the Information Commissioner's Office. The contact details are found <https://ico.org.uk/>