

ASSOCIATION FOR **SUFFOLK** MUSEUMS **Privacy Policy**

This privacy policy explains how we (the Association for Suffolk Museums) collect, use, share and transfer your personal data when you use the services provided by the Association for Suffolk Museums. It also outlines your rights to your data and how to access the data we hold on you.

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Date of review **September 2019**

This policy contains:

1. Who we are
2. What personal data is, how we collect it and what we will do with it
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1. Who we are

In this policy, whenever you see the words 'we', 'us', or 'our', it refers to the Association for Suffolk Museums (AFSM), an independent registered charity no. 293950. The AfSM is membership body and networking organisation for museums throughout Suffolk. You can find out more about the AfSM at www.suffolkmuseums.org

Our address is:

Association for Suffolk Museums
C/O Jayne Austin
Museums Development and Partnership Manager / AfSM Secretariat
Suffolk County Council
Endeavour House, 8 Russell Road
Ipswich, IP1 2BX

We are a 'data controller' for the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679. This means that we are responsible for and control the processing of some aspects of your personal information.

The AfSM is committed to respecting and protecting your personal information.

2. What personal data is, how we collect it and what we will do with it

Personal data is information that can be used to identify you such as your name, postal address, email address and phone number.

The data we collect is generally limited to contact details (name, museum postal address, / personal postal address, email address and phone number), for AfSM members and relevant freelance or contract providers. We may also collect information on titles, gender and employment / volunteering status and Arts Council England Mentoring status.

You can provide this information to us through joining the AfSM through your museum, entering competitions, registering for an AfSM event, signing up to the AfSM newsletter / newflash, or visiting our website (www.suffolkmuseums.org).

We do not collect any sensitive data (e.g. data about disability, health, offending history).

We do not collect data on members of the public unless specifically asked to do so by the data subject. Through access to our website, www.suffolkmuseums.org we have access to statistical data on computer IP addresses which we use for usage reports through Google Analytics. This information is accessed through Google Analytics at www.suffolkmuseums.org and is not stored by the AfSM or shared with third parties.

We will use the information we collect for:

- Keeping accurate records on AfSM members
- To provide the services outlined in the AfSM membership
- Hard copy mailings relating to AfSM membership / AfSM information
- Hard copy / digital paperwork relating to your museums AfSM membership
- To update the AfSM email mailing list
- Emails for the AfSM newsletter (available only to AfSM members) and newflash, along with communications / correspondence related to the role of the Suffolk Museum Development and Partnership Manager (MDP) in providing support and advice to Suffolk museums.
- For market research purposes / sending you surveys which will help us develop the AfSM
- Website usage / reporting at www.suffolkmuseums.org
- To monitor the effectiveness of our communications, including email tracking (which records when an e-newsletter is opened and/or how many links are clicked within it)
- To record consent
- To keep a record of your relationship with us
- To comply with the Charities (Protection and Social Investment) Act 2016.

3. How we store your data and how long we will store it for

We will only collect the information that we need to meet the above outlined uses. We will keep your information secure on password-controlled computers with access limited to the Museum Development & Partnership Manager and Association for Suffolk Museums Project Officer. We will never sell your data or share it with any other body, unless we are legally required to do so. We will retain your data only as long as it is needed for your AfSM membership and dispose of it securely.

4. Using your data / Opting out

In general, the AfSM does not undertake any specific marketing activities. However, through the AfSM Newsletter and AfSMNewsflash, you may receive notifications for events and funding. We will only contact you about topics relevant to working/volunteering within a museum. We will not contact anyone who has us provided us with personal details for other purposes.

If we send information to you and you wish to unsubscribe / opt out, please use the following processes:

AfSM Newsletter

Click the unsubscribe button at the bottom of the Newsletter.

AfSM Newsflash

Please email jayne.austin@suffolk.gov.uk and ask to be removed from the Newsflash email list.

AfSM Postal Mailing

Please email jayne.austin@suffolk.gov.uk and ask to be removed from the postal mailing list.

AfSM related telephone calls

Please email jayne.austin@suffolk.gov.uk and ask to be removed from the telephone contacts list.

5. Data security

We store your data on a secure server and, very occasionally, in hard copy form. Data access is limited to the Museum Development and Partnership Manager and Association for Suffolk Museums Project Officer.

Where we appoint an external party to undertake work related to the AfSM, arrangements to protect the security of your data and comply with this policy will be subject to a formal agreement between the AfSM and external party.

6. Data sharing

The AfSM will not share your data with any other organisation, except where required to for legal reasons, or if an external organisation is acting as a contracted data processor carrying out work on behalf of the AfSM. We will never pass on your details without your explicit consent.

7. Requesting to see the data we hold about you / Your rights

By providing your information to the AfSM or using our website / newsletter, you consent to the collection and use of the information you provide in the ways set out in this policy. **If you do not consent to this, please do not enter your data.**

You have the following rights:

- The right to access a copy of the personal information we hold about you, known as a **subject access request**. You will need to provide proof of identity for this, such as a copy of your driving licence or passport. This request should be sent to jayne.austin@suffolk.gov.uk or addressed to Jayne Austin at Suffolk County Council, Endeavour House, 8 Russell Road, Ipswich, IP1 2BX
- The right to withdraw your consent to us processing or holding your personal information.
- The right to have inaccurate personal data corrected or completed.
- The right to request that your personal data not be used for marketing purposes.
- The right to ask us to delete your personal information where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.

8. Cookies

Our website uses 'cookies'. 'Cookies' are pieces of information sent by our website to your computer and stored on your hard drive, to allow the website to recognise you when you visit. Cookies collect statistical data about your browsing actions and patterns and do not identify you as an individual. It is possible to switch off cookies by setting your browser preferences but this may result in a loss of functionality when using our website. You can find out more about how to turn off or delete cookies in your browser [here](#).

Third-party links

www.suffolkmuseums.org may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

9. Usage and analytics data

Through access to our website, www.suffolkmuseums.org we have access to statistical data on computer IP addresses, viewed pages, time and duration of site visits and user demographics which we use for usage reports on our website through Google Analytics. This information is accessed through Google Analytics at www.suffolkmuseums.org and is not stored by the AfSM or shared with third parties.

10. Updates to this policy

We will regularly review this policy and may make updates. This document is version controlled and all updates will be subject to approval by the AfSM Management Committee and shown in the Document Change Notice in the start of this document.

For further information, or clarification on any aspect of this policy, please contact jayne.austin@suffolk.gov.uk