



# Bentley Priory Museum Privacy Policy April 2018

## 1. Background

Bentley Priory Museum is an independent Museum. The Museum is governed by the Bentley Priory Battle of Britain Trust, which is a registered charity (1115243) and Company Limited by Guarantee (05639463).

Our address is Bentley Priory Museum, Mansion House Drive, Stanmore, Middlesex, HA7 3FB.

Bentley Priory Museum takes your privacy seriously. This privacy policy sets out how we use and protect any information about you.

Data protection legislation applies to 'personal data' (data that relates to a living individual such as a name, home address or mobile telephone number) and regulates how that data is collected, held and processed. Data protection in the UK is currently governed by the Data Protection Act 1998, and from 25<sup>th</sup> May 2018 by the new General Data Protection Regulation (GDPR).

For the purposes of the Data Protection Act, the Bentley Priory Battle of Britain Trust is the 'data controller' of the personal data of Museum users (i.e. the organisation that is responsible for, and controls the processing of, that personal data).

In this privacy policy, there is reference to following terms:

1. The 'website', meaning the website located at [www.bentleypriorymuseum.org.uk](http://www.bentleypriorymuseum.org.uk)
2. 'We' and 'us', meaning Bentley Priory Museum and its governing Trust
3. 'You', meaning you in your capacity as a user of the Museum and its facilities, including online website and social media

We may change this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with any changes. If you have any queries about the content of this policy, please email [enquiries@bentleypriorymuseum.org.uk](mailto:enquiries@bentleypriorymuseum.org.uk) or write to Bentley Priory Museum, Mansion House Drive, Stanmore, HA7 3FB.

## 2. Policy Summary

We respect your privacy and take great care with the information we obtain.

Where we use your information, it is generally because you have consented to us doing so in order to provide a service to you or it may be because we consider we have a legitimate interest to do so. Where we rely on a legitimate interest to use your information, we will always ensure that this is done in a way so as not to be intrusive and that respects your rights.

We only ask for personal data when it is necessary to provide you with the service you have requested, such as fulfilling your order, enquiry or subscription. We may also make your personal

information anonymous to undertake statistical analysis for internal use. If we want to use your data for any purpose outside of the terms of this policy, we will ask you first.

### **3. What is covered by this policy**

This policy covers all web pages on the Bentley Priory Museum site ([www.bentleypriorymuseum.org.uk](http://www.bentleypriorymuseum.org.uk)) and associated sites used specifically for Bentley Priory Museum transactions, enquiries and subscriptions. This policy does not cover external sites such as Just Giving, Facebook or Twitter, who may have links on Bentley Priory Museum pages. Bentley Priory Museum is not responsible for the content of these sites. You should check the terms and conditions and privacy policies of the sites you visit.

### **4. How do we collect personal information?**

We respect your privacy and take great care with the information we obtain.

#### **Online**

Bentley Priory Museum may collect the following about you via this website:

Information you provide to us when buying something, signing up to our eNewsletter service, making an enquiry or contacting us for any other reason. We collect this via forms available on this website.

Information we gather via cookies: transactional data and information about how you arrived at the Bentley Priory Museum website and what you did when you got here. The terms of how we collect and use this data are outlined below.

#### **Information you submit: When do we collect personal information?**

We obtain information when you:

- Send a query or enquiry
- Register to receive our eNewsletter
- Book tickets or make any other purchase
- Provide us with personal information through any other of our services

#### **Offline**

Bentley Priory Museum may collect the following about you during your visit to the Museum:

Information you provide to us when purchasing admission or annual membership, completing Museum evaluation, registering for promotional incentives or contacting us for any other reason. We collect this via our admissions system or via forms that you have filled in and submitted during your visit.

#### **Information you submit: When do we collect personal information?**

We obtain information when you:

- Register your admission for optional Gift Aid

- Take out Annual Membership
- Complete and submit forms (such as evaluation forms or booking forms)
- Provide us with personal information through any other of our services

The data collected will be dependent on which Bentley Priory Museum service you use. We only ask you to give us information about yourself when we need it to provide the service you have requested.

## 5. What information might we collect?

We may ask you to provide the following minimum information in order for us to complete the service or order you have requested.

We may collect the following:

- Your name
- Age bracket
- Gender (for a personalised salutation or greeting correspondence)
- Email address
- Postal address
- Telephone number (mobile and/or landline)
- Preferences and interests

Debit and credit card information is not stored by Bentley Priory Museum (see section on Debit and Credit Cards below).

Any personal information you provide will be transferred and stored on secure servers in a safe, confidential and secure environment.

## 6. Debit and Credit Card Information

**All debit and credit card payments made online or over the telephone are processed in accordance with the Payment Card Industry Data Security Standards (PCI DSS). Your debit and credit card payments are processed by an approved PCI DSS payment provider and Bentley Priory Museum does not store or have access to any card information that you provide.**

## 7. Cookies on the Bentley Priory Museum website

Bentley Priory Museum uses cookies to understand how you access and use the Bentley Priory Museum website.

Cookies are small text files which are stored on your computer when you visit a website.

We store two types of cookies on your computer when you visit [www.bentleypriorymuseum.org.uk](http://www.bentleypriorymuseum.org.uk): Strictly Necessary Cookies and 3rd Party Cookies.

The **Strictly Necessary Cookies** are used to remember pieces of information that you enter on the website, for example if you leave a comment on a page, so that when you return to the website, you don't need to re-enter the same information. If you place an online booking, cookies are also used to

help process your order efficiently. If these cookies are not enabled, the website will not function as intended.

**3rd Party Cookies:** we use Google Analytics to anonymously record your activity. We then use the aggregated data from all our visitors to improve the design and functionality of the website. If you agree to using these cookies, you're helping us to improve the visitor experience to the Bentley Priory Museum website in the future. If you do not agree to using these 3rd Party cookies, the website will continue to function as intended.

How you control your browser's use of cookies will depend on the browser you are using. For detailed instructions, please visit <http://www.aboutcookies.org.uk/managing-cookies>.

## **8. How we use the information you submit**

The personal data we collect from you will be used to perform the service you have requested, for example answering your query or enquiry, fulfilling your order or registering you to our eNewsletter service. In addition, it may be used for the following:

For customer research: we may contact you to ask you about the service you have received, why you requested it and how it can be improved.

General administration of the services we provide.

We may also use the personal information you provide, for internal purposes only, as a research tool to:

- improve our understanding of our visitors
- develop more relevant content and services
- determine generally better ways to serve your needs
- serve personalised banner adverts across other reputable websites, including social media

Information used in this way will be made anonymous wherever possible.

If you agree, we may also use it to tell you about changes in our services, future events and developments, or about special offers we think you'll find of interest. Subscription to emails is voluntary and you can choose to unsubscribe at any time. **Information about how to opt out of these communications will be included in every email we send you.**

By submitting information to us you are consenting to the management and use of your information as set out in this Privacy Policy.

## **9. How long we keep your data**

We will keep some forms of personal data for longer than others. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose.

Please refer to our Data Retention Policy for further details.

## **10. Who we share your information with**

We may provide your personal data with companies specifically contracted to manage data for Bentley Priory Museum in accordance with its instructions. Such third party entities will be obligated to use your personal data solely to provide services to us in connection with the services provided by Bentley Priory Museum and for no other purpose (e.g. when making a purchase via our online ticketing system).

Bentley Priory Museum does not sell or share information submitted via this website with other external organisations, unless they are mentioned in this policy or if there is a legal requirement to do so.

## **11. Security**

We are committed to ensuring your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. All the information you submit via this website is stored securely and managed in accordance with the Data Protection Act.

However, internet transmissions are never completely private or secure, and any message or information you send to the Bentley Priory Museum website may be read or intercepted by others unless there is a special notice that a particular message is encrypted.

Bentley Priory Museum will never request credit/debit card information from you via email. Please do not send this information or other sensitive information to us via email.

You should always take the following steps when submitting personal information to any websites:

Always check the privacy policy of the website before you submit your data. Make sure you are clear about how it will be used and who the site will share it with

If you have an account, keep your password secure and do not share it.

Regularly change your passwords, make them at least 8 characters and do not use obvious keywords or references. Use a mixture of characters, symbols and numbers

Don't use the same password for different accounts. This means that whoever has access to one password can access all your online accounts

Be very careful when submitting financial information such as credit card or bank details. Only submit these via secure websites (look for the padlock in the address bar)

## **12. Your Rights**

Under GDPR you have the following rights:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability

- The right to object
- Rights in relation to automated decision making and profiling

### **Subject Access Request**

You have the right to submit a Subject Access Request (SAR) to see a copy of the information Bentley Priory Museum holds about you. This includes the right to be:

- told whether any personal data is being processed;
- given a description of the personal data, the reasons it is being processed, and whether it will be given to any other organisations or people;
- given a copy of the personal data; and
- given details of the source of the data (where this is available)

The Subject Access Request must be made in writing by post or email, to:

Bentley Priory Museum  
Mansion House Drive  
Stanmore  
HA7 3FB

[enquiries@bentleypriorymuseum.org.uk](mailto:enquiries@bentleypriorymuseum.org.uk)

We will respond to your request within 30 days.

### **13. Ownership**

This policy is owned by the Bentley Priory Battle of Britain Trust.

It was last updated on 6<sup>th</sup> June 2018.