

Sheffield Museums

Pre-booked and Walk-up Visits Privacy Notice

Sheffield Museums Trust is committed to maintaining the accuracy, confidentiality and security of any personal information that we gather from you. This Privacy Notice describes the information that we collect from or about you, how we use the information and to whom we disclose that information.

What information do we collect and why do we collect it?

As part of our coronavirus safety measures, we have introduced measures to limit numbers on our sites and support the NHS Test & Trace programme. If you pre-book to visit one of our sites or give your information as part of a walk-up visit we will maintain a record of your booking and attendance. This information will be used to process your booking and to support the NHS Test & Trace programme.

As part of the booking process you may be asked if we can contact you with a short survey about your visit. If you agree, the information you provide will be used to contact you with a link to an online survey. Any information you provide through the survey will be completely anonymous.

As part of the booking process you will also be asked if you would like to join our mailing list. If you chose to opt in, we will keep a record of your name, contact details and consent to be contacted for the mailing lists you choose to join.

If you make a Gift Aid donation to Sheffield Museums Trust, the information that you disclose will be retained to enable us to make the Gift Aid claim.

Sometimes we will take photographs at our sites for marketing purposes. We will not include individuals in those photographs without their express consent.

Most of our sites have CCTV installed as a security measure and this may capture images of you during your visit to us. CCTV may be monitored in real-time, or recordings viewed, in order to prevent damage to our people, buildings and collections, or to assist the Trust and law enforcement in the event of an illegal incident having occurred on site.

Who do we share your personal information with?

We may share your information with our subsidiary company and with successor organisations. We may also share information with partners that have a direct interest in delivering a project or event that you have consented to be involved with.

Information collected in relation to a Gift Aid donation will be shared with HMRC.

We do not share your information with any other external organisation without either your express consent or to fulfil a statutory requirement.

Booking information will be stored on the third party event management platform Eventbrite. Survey data will be stored anonymously on the third party platform Survey Monkey. Mailing list data will be stored on our third-party CRM customer relationship databases, which help us administrate our relationship with our audiences and will only be accessed by us and, for

administration purposes, by our trusted IT support companies, who provide technical support for our database platforms.

Data we receive from you directly or through these platforms will not be shared without your express consent.

How is your information protected?

We endeavour to keep your information safe, secure and accurate. Procedures and policies are designed to protect your information from loss and unauthorised access, copying, use, modification or disclosure.

How long is your information retained?

We only retain your information for as long as necessary i.e. while it is being used for purpose it was collected. Data collected for the NHS Test & Trace programme is deleted after 21 days. CCTV footage may be retained for up to 45 days before being deleted.

Access to your information

You can ask to see the information that we hold about you. If you want to review, verify or correct your information, please contact info@sheffieldmuseums.org.uk

In the event that we cannot provide you with access to your information, we will endeavour to inform you of the reasons why, subject to any legal or regulatory restrictions.

Enquiries or concerns?

If you have any questions about this Privacy Notice or concerns about how we manage your personal information, please contact the Director of Finance & Resources via info@sheffieldmuseums.org.uk