

Sheffield Museums

Visitors Privacy Notice

Sheffield Museums Trust is committed to maintaining the accuracy, confidentiality and security of any personal information that we gather from our visitors. 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?

Sheffield Museums Trust does not routinely collect or retain personal information about visitors.

As a visitor you may sign up to be included in our marketing database. This will allow us to keep you informed of future events. You can ask to be taken off this database whenever you choose.

Occasionally you may be asked to participate in a visitor survey. This information is used to allow us to better understand our audiences. Information from visitor surveys is anonymous – details that could identify an individual are not retained.

If you make a Gift Aid donation to the 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 of our spaces. 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.

Sometimes funders ask that we share information about our visitors. Any data shared is usually anonymised and would refer to overall statistics, not to individuals. Identifiable personal data will only be shared with your express consent.

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.

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. 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