

Privacy Notice (Visitors to the Museum)

This privacy notice explains how we use any personal information we collect about our visitors.

Sending information about the museum

We will only use your personal data to send you information about museum activities with your explicit consent. We will retain your information only for as long as you wish to receive updates from us, and you may opt out at any time by emailing us at communications@armouries.org.uk or by writing to the Communications Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT.

Evaluating exhibitions and special events, and improving services and facilities etc.

Many of our visitors like to use the comment cards we provide to feedback on their experience when they visit the museum, and we use this information to help evaluate our exhibitions and public programme, and to improve facilities etc. These comments are usually anonymous, and after the information has been summarised, the cards or forms are destroyed. However some visitors provide contact details because they wish to receive a response from us.

Answering letters and emails

When we receive correspondence from our visitors, either before or after they have visited the museum, we keep copies of your emails and letters together with any response we send you for a period of one year after which they will be destroyed.

Undertaking market research

We sometimes commission third parties such as BDRC to conduct market research and analysis on our behalf, to determine the success of our public offer and programming, and to help us provide you with a better experience. We also partner with other heritage organisations such as the Yorkshire Attractions Group to obtain a broader view of visitors to museums and galleries etc. The information collected is summarised and anonymised for reporting purposes.

Organising competitions or prize draws

We will sometimes organise competitions or prize draws as part of a special event or retail promotion. We will only use your personal information for the purposes of running the competition/prize draw, informing you if you have won, and making arrangements to deliver your prize, after which your details will be destroyed.

Providing wheelchairs

We have a small supply of wheelchairs available for visitors who may need them, and these are usually booked in advance. We will use your personal information to ensure that a wheelchair is available for you, and will destroy your details after your visit.

Supporting the museum

Many of our visitors like to make a donation to help us keep free entry to the museum, and to preserve the collections for future generations to enjoy. These donations are usually anonymous, but some visitors choose to add Gift Aid to their donation so that we can share their information with HM Revenue and Customs, and claim an extra 25p for every £1 donated. We are required to keep financial information about donations and Gift Aid for up to seven years, after which time it is destroyed.

Purchasing goods from our museum shop or online

The purchase of goods from our museum shop or online is governed by legal and contractual obligations. We will use the personal information that you provide to process your order, to take payment, to deliver your goods, and to protect your rights as consumers. We will share your bank or credit card details with Worldpay, and use NatWest Bank to process payments by cheque. You can view Worldpay's privacy policy at <https://www.worldpay.com/uk>. We are required to keep bank and credit card receipts for up to three years, and records of sales for up to seven years, after which time they are destroyed.

Registering for our WIFI service

Many of our visitors like to register for our free WIFI service. The museum uses EvolveODM to provide a free WIFI service at Leeds and Fort Nelson. They collect personal information from you in order to provide the WIFI service, to understand their customers and improve their service, and to carry out their own marketing and market research. You can view their privacy policy at <https://www.evolveodm.co.uk/>.

EvolveODM will also share your information with the museum on a strictly limited basis, if you have given your explicit consent, so that we can send you details of our activities, such as exhibitions and special events. We do not retain a permanent copy of this information, and if you cease to use the WIFI service provided by EvolveODM, you will no longer receive information from us.

Filming/photography in the Museum

Filming and photography sometimes takes place within the museum during special events and on other occasions. Visitors will be notified of any filming or photography when they arrive, and anyone who features prominently in any recording will be made aware of how their image is to be used, and asked to sign a consent form to ensure that your rights are protected.

Where the work is being undertaken by the museum the consent forms, film or photographs will be kept as long as the recordings are being used and then destroyed. However, in some instances we may ask you to consent to the film or photographs being retained permanently as part of the museum's archives.

Where the work is being undertaken by outside media companies, they will be responsible for the recordings that they make, and the personal information that they collect. You should not give your consent to any filming or photography that has not been approved by the museum.