

Privacy Notice (Patrons)

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

Inviting you to networking events

The museum has a legitimate interest in identifying individuals who may be able to assist us in fulfilling our charitable aims, and from time to time we will invite potential Patrons who we have identified either by personal contact, or through our strategic partners, or using publically available information, to networking events to explain what we do, and to ask for their support. You may choose to opt out of any such involvement by declining our invitation, or by emailing us at developmentd@armouries.org.uk, or by writing to us at the Development Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT.

Sending you updates about the museum etc.

If you opt to assist us in fulfilling our charitable aims and become a Patron, we will use your personal information to send you information about the museum's projects, our fundraising activities and sponsorship opportunities; invitations to private views of new exhibitions and other exclusive Patrons' events; discounts on our public programme of events, and details of other special offers in our shops, cafes and venue hire.

Obtaining your feedback

We will also use your details to ask for feedback on the information that we send you, or the exhibitions, events and talks that you attend, and to conduct surveys to help us improve our membership offer. These comments are usually anonymous, and after the information has been summarised, the cards or forms are destroyed. However if you wish to receive a response from us, we will keep a record of your comments and any correspondence.

Processing your donations and sponsorship

We will use the personal information that you provide to process your donation. 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 may also share your information with HM Revenue and Customs if you have used Gift Aid so that we can claim an extra 25p for every £1 donated.

We will keep copies of any correspondence relating to your donations or sponsorship for a period of two years after which it will be destroyed. However, with your explicit consent we may transfer correspondence and other selected records relating to major projects to the museum's archives. This information will not normally be made publicly available for a period of up to a maximum of 100 years (the assumed lifetime of an individual), but access may be granted for historical and statistical research in very limited circumstances. Where this is the case the museum will be guided by the [Code of Practice for Records Managers and Archivists](#).

Renewing your membership etc.

We will use your personal information to issue renewal notices, to process payments, and to send you any other communications required as part of your membership and our contractual obligations to you. This information may be shared with Worldpay to process your bank or credit card details, with NatWest Bank to process payments by cheque, and with HM Revenue and Customs if you have used Gift Aid so that we can claim an extra 25p for every £1 of your membership or other donation. You can view Worldpay's privacy policy at <https://www.worldpay.com/uk>.

Keeping your membership records

We will retain your information only for as long as you are a member, and you may cancel your membership at any time by emailing us at developmentd@armouries.org.uk, or by contacting us at the address below. However, we are required to keep financial information about donations and Gift Aid for up to seven years, after which time they are destroyed.

Carrying out research and analysis

To help us understand our Patrons we may combine information that you give to us with information from publicly available resources to help build a profile which will enable us to ensure that our communications are relevant to you, and to give us

insight into your interests or capacity to support the museum by getting involved in our activities. Research and analysis is vital to our development activities to ensure that not only does the museum continue to thrive for generations to come, but also to ensure that any fundraising requests are appropriate and justified. You may choose to opt out of being the subject of research or analysis at any time by emailing us at developmentd@armouries.org.uk, or by writing to us at the Development Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT.