

Privacy Notice (Special Events)

This privacy notice explains how we use any personal information we collect about visitors who attend our special events.

Sending information about future special events

We will only use your personal data to send you information about special events with your explicit consent. We 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.

Processing bookings

The museum uses Eventbrite to promote and market our special events. They collect personal information from you in order to provide you with tickets for these events, 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.eventbrite.co.uk/>. Eventbrite will share your details with the museum on a strictly limited basis to help us to deliver the event, and to obtain feedback from you afterwards, but we do not retain a permanent copy of this information.

Evaluating special events and improving facilities etc.

When you attend one of our special events we will ask for feedback on your experience. We use this information to help us evaluate our events and facilities, to improve the planning and delivery of future events, and to report back to funding bodies like the Heritage Lottery Fund. This feedback is usually anonymous, and after the information has been summarised, the sheets are destroyed. However you can provide your contact details if you would like to receive a response from us.

Answering letters and emails

When we receive correspondence from our visitors, either before or after they have attended a special event, 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.

Filming/photographing special events

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.