

Privacy Notice (Image Library Clients)

This privacy notice explains how we use any personal information we collect about our clients who purchase or license film or images from our Image Library.

Purchasing and licensing film/images

The purchase and licensing of film or images from our Image Library 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, to protect your rights as consumers, and to protect the intellectual property rights in film or images owned or administered by the museum. 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. We keep other records relating to the purchase of film or images from the image library for three years after the last communication with you and then destroy them. If we license film or images for reproduction in a book, or use on a website, or broadcast in a TV programme etc. we keep the records for six years after the license has expired before we destroy them.

Helping us to improve our Image Library services

We will also use your details to ask for feedback on your experience, and will use this information to help us evaluate our performance, and to improve the delivery of our Image Library services. These comments are usually anonymous, and after the information has been summarised, the cards or forms are destroyed. However some of our clients provide contact details because they wish to receive a response from us.

Answering your letters and emails

When we receive correspondence from you, we will keep copies of your emails and letters together with any response we send you for a period of two year after which they will be destroyed, unless you have licensed film or images in which case we will keep the records for six years after the license has expired before we destroy them.