

## Privacy Notice (eNewsletter Subscribers)

When we ask you to provide personal information we will let you know why we are asking, and how we will use your data, and will direct you towards this notice for further information. This privacy statement explains how we use any personal information we collect to send you copies of our eNewsletter.

### 1. What information do we collect about you?

The personal information we collect about our visitors may include:

- Name
- Email address

### 2. How will we use the information about you?

#### Receiving information about museum activities

We will only use your personal data with your explicit consent to send you copies of our e-Newsletter, and to ask for your feedback so that we can provide you with a better experience. 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](mailto:communications@armouries.org.uk) or by writing to the Communications Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT.

### 3. How we ensure your information is up to date?

We carry out routine checks of the personal information we collect to ensure that it is accurate and up-to-date. We will also contact you from time to time to check that any information we hold about you is relevant for the purposes of processing.

### 4. Who we share your information with?

We will not sell your details to any third parties, nor disclose your personal information to any third parties or external organisations, other than those data processors and service providers carrying out work on our behalf. The museum carries out comprehensive checks on any companies working on our behalf before we work with them, and puts contracts in place in line with the Data Protection Act 2018, that sets out our expectations and requirements, especially regarding how they manage your personal information.

In the event where we wish to share your personal information in a way that is not covered in this statement, we will apply for your explicit and informed consent.

## **5. How we keep your information secure**

The museum has implemented security procedures to ensure that the personal information under our control is protected from unauthorised access, improper use, unauthorised modification, accidental or malicious disclosure. All employees and data processors are obliged to respect the confidentiality of the personal information of our visitors, friends and supporters. Your information will be retained within our secure information systems for as long as you continue to engage with us, and will then be securely destroyed or transferred to the museum's archives as appropriate.

## **6. How you can access to your information**

The museum complies with the terms of the Data Protection Act 2018, and you have the right to request a copy of the personal information that we hold about you at any time by emailing or writing to us at the contact details below. There is usually no charge for making this request, and we will normally respond to you within one month (twenty working days). However if we hold a large amount of information about you or your request is complicated, then we may need to charge you a reasonable fee, based on the cost of providing the information, and extend the deadline by up to two months. We will advise you of any charges or delays in responding to your request.

You also have the right:

- to have your personal information rectified if it is inaccurate or incomplete;
- to request the deletion or removal of your personal information (the right to be forgotten);
- to 'block' or suppress the processing of your personal information;
- to obtain and reuse your personal information for your own purposes across different services;
- to object to processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling);

direct marketing (including profiling); and processing for purposes of scientific/historical research and statistics; and

- not to be subject to a decision when it is based on automated processing, and it produces a legal effect or a similarly significant effect on you.

We will fully respond to any requests to remove, change or provide any personal information you have given to us. We will keep a record of your request for a period of two years in order to show that we have complied with the Act after which it will be destroyed. For further information on your rights visit the Information Commissioner's website, <https://ico.org.uk/for-the-public/>.

## 7. How to contact us?

If you have any questions about our privacy policy or the information we hold about you please contact our Data Protection Officer:

Philip Abbott  
Data Protection Officer  
Royal Armouries  
Armouries Drive  
Leeds  
LS10 1LT  
[dpa@armouries.org.uk](mailto:dpa@armouries.org.uk)

If you feel that we have not upheld your rights and wish to make a complaint, you should contact our Data Controller:

Malcolm Duncan  
Data Controller  
Royal Armouries  
Armouries Drive  
Leeds  
LS10 1LT  
[dpa@armouries.org.uk](mailto:dpa@armouries.org.uk)

## **8. How to contact the Information Commissioner?**

If you are not satisfied with our response to your request to remove, change or provide any personal information, or if you believe that we are not processing your personal information in accordance with the law, you have the right to complain to the Information Commissioner's Office:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone 0303 123 113

Website: [www.ico.org.uk](http://www.ico.org.uk)

## **9. Date of review**