

Privacy Notice

This is the privacy statement of Royal Armouries Trading Enterprises (RATE) which along with Royal Armouries (RA) and Royal Armouries International (RAI) is part of the Royal Armouries Group. It explains how we use any personal information we collect about our customers who purchase products from our retail outlets or online, and our clients who hire our venues at the Royal Armouries Museum (Leeds), New Dock (Leeds) and Fort Nelson for corporate functions and events such as conferences, dinners, receptions, weddings etc.

When we ask you to provide personal information we will let you know why we are requesting your data, how we will use it, who we will share it with, and will direct you towards this notice for further information.

1. What information do we collect about you?

The personal information we collect about our customers and clients may include:

- Identity information, such as full name, title,
- Demographic data, such as gender, marital status, date of birth
- Contact details, such billing address, delivery address, email and telephone number
- Financial information, such as bank account, bank and credit card details
- Transactional data, relating to payments for products and services you have purchased
- Technical data, such as IP address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access any of our website
- Profile data, including your user name and password, purchases or orders made by you, your interests, preferences, feedback and survey responses
- Usage data, about how you use our websites and purchase our products and services
- Marketing and communications data, including your preferences for receiving information from us and our partners, and your communication preferences.

We may also collect, use and share aggregated data, such as statistical data or demographic data, which may be derived from your personal data, but which does not directly or indirectly reveal your identity.

2. How will we collection information about you?

We use different methods to collect data about our customers and clients including:

- Direct interactions, when you request our products or services; create an account on our website or WiFi service; subscribe to our services; request marketing to be sent to you; enter a competition, promotion or survey, or give us some feedback
- Automated technologies or interactions, which may automatically collect technical data about your equipment, browsing actions and patterns, when you use our websites (see our Cookies Policy)
- Third Parties, who provide technical, payment and delivery services when you purchase our products and services
- Publically available sources of information, such as Companies House, the Charities Commission, organisational websites etc.

3. How will we use the information about you?

Purchasing goods from our retail outlets 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.

Delivering your corporate function or event

The hire of our venues at the Royal Armouries Museum (Leeds), New Dock (Leeds) and Fort Nelson is governed by legal and contractual obligations.

- Royal Armouries Museum (Leeds) and New Dock (Leeds). Our corporate functions and events in Leeds are currently provided by a third party,

Compass Contract Services (UK) Limited, a member of Compass Group UK and Ireland Limited (Compass), and we may share your personal information with them for the purpose of delivering these services. You may view Compass privacy policy at <https://www.compass-group.co.uk/about/privacy-policy/>.

- Fort Nelson. We will use the personal information that you provide to process your booking, to take payment, to deliver your event to the agreed specification, and to protect your rights as consumers. We will share your personal and financial details with Royal Armouries, who process financial transactions on our behalf, and you may view their privacy statement at <https://royalarmouries.org/wp-content/uploads/2018/05/0-Privacy-Statement-GENERAL.pdf>. Royal Armouries 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 will keep a record of your booking for a period of three years after which it will be destroyed. 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.

Helping us to improve our retail services, corporate functions and events

We will also use your personal information to ask for feedback on your experience, and will use this information to help us to enhance our facilities, evaluate our performance, and to improve the delivery of our retail services, corporate functions events. These comments are usually anonymous, and after the information has been summarised, the cards or forms are destroyed, unless our customers and 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 either for one year (if you do not purchase products from our retail outlets or hire one of our venues for a corporate function or event), or for three years (if you do purchase products or hire one of our venues) after which they will be destroyed, unless a longer retention period is required.

Sending you information about retail offers and promotions, corporate functions and events

Where we have a legitimate interest we may use your identity, contact, technical, transaction and profile data as an existing client to send you information about either retail offers and promotions, and/or corporate functions and events, which we think may be of interest to you.

We may also use your personal information to send you such marketing information where you have given us your explicit consent, either as a result of direct communication with us, or by creating an account on our website or free WiFi, or by subscribing to our services, and we will continue to do so for as long as you wish to receive updates from us.

We will share your personal information with Royal Armouries and with Compass, who carry out marketing on our behalf, and you may view their privacy statements at <https://royalarmouries.org/wp-content/uploads/2018/05/0-Privacy-Statement-GENERAL.pdf> and <https://www.compass-group.co.uk/about/privacy-policy/>.

You may opt out from receiving marketing information at any time either by following the appropriate link provided at the end of an email, by writing or emailing us at:

- Retail offers and promotions. Retail Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT, shopping@armouries.org.uk.
- Corporate functions and events at Royal Armouries Museum (Leeds) and New Dock (Leeds). Conference & Events, Royal Armouries, Armouries Drive, Leeds, LS10 1LT, venuehire@armouries.org.uk
- Corporate functions and events at Fort Nelson. Events Manager, Royal Armouries, Fort Nelson, Portsdown Hill Road, Fareham, PO 17 6AN, fnfunctions@armouries.org.uk

If we use your personal information for another purpose

We will only use your personal information for the purposes for which we have collected it, unless we reasonably consider we have a legitimate interest to use it for another purpose, and that reason is compatible with the original purpose.

If we need to use your information for an unrelated purpose, we will notify you beforehand and explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required by law, statute, or regulation.

If you cease to be a customer or client

Where we have a legitimate interest we may retain your personal information as an existing customer or client. However, if we have received no further request from you to use our retail services or to take advantage of our corporate functions or events after a period of five years, we shall destroy your personal information, other than such information that we are required to keep for legal and contractual purposes, or to record your consent (or withdrawal of consent) to receive marketing information.

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. RATE 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 General Data Protection Regulations (GDPR), 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.

We do not transfer your personal information data outside of the European Economic Area (EEA). However, it would be possible for processors we might use (in

accordance with this privacy policy) to export your data outside the EEA, in order to provide our customers with products from our retail outlets or online, or to deliver corporate functions and events to our clients.

5. 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.

6. How we keep your information secure

RATE 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.

7. How you can access to your information

RATE complies with the terms of the General Data Protection Regulations (GDPR), 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/>.

8. 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

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

9. 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