

PRIVACY POLICY

Summary

The Wiltshire Archaeological and Natural History Society ('the Society') is committed to taking care with your personal data and respecting your privacy.

This Privacy Policy sets out how and why we obtain personal data and how it is used and protected.

The Society may change this policy from time to time. The latest version will always be available on our website and you should check the page from time to time to ensure that you are happy with any changes. If material changes are made to the Privacy Policy we will notify you by placing a prominent notice on the website. This policy is effective from May 2018.

Any questions regarding this Policy and our privacy practices should be sent by email to: hello@wiltshiremuseum.org.uk or by writing to: The Company Secretary, WANHS, 41 Long Street, Devizes, Wiltshire, SN10 1NS.

1. Who we are

The Wiltshire Archaeological and Natural History Society owns and runs the Wiltshire Museum and this privacy policy applies to all activities undertaken in the name of the Society or Wiltshire Museum.

The Wiltshire Archaeological and Natural History Society ('the Society') is a registered charity in England and Wales (charity number 1080096) and a Company Limited by Guarantee number 3885649).

The objects for which the Society is registered are to 'educate the public by promoting, fostering interest in, exploration, research and publication on the archaeology, art, history and natural history of Wiltshire for the public benefit'.

The Society's registered address is 41 Long Street, Devizes, Wiltshire, SN10 1NS.

This Privacy Policy relates to information which is obtained by the Society and for which the Board of Trustees is the Data Controller.

2. How we collect information from and about you?

We obtain information about you in a number of ways. For example, when you join the Society, use our website for event bookings or orders, make a donation, sign into our free WiFi, or if you register to receive our monthly e-newsletters. We also collect and retain information if you pay Gift Aid on admission.

- You provide data to us when you book for and attend events, join as a Member, register with us or use our website.
- We log event bookings via our website and paper records.
- We receive anonymised data from your devices and networks as you use our website, including location data.

- Website Use and Social Media Interaction - We log anonymised usage data when you visit or otherwise or engage in our charitable work such as when you view or click on content, or perform a search.

3. Your Consent and Notices of Changes

- If you engage with us including through use of our website, you consent to this Privacy Policy, including our Cookies Policy.
- If you engage with the Society including through our website, you consent to the collection, use and sharing of your personal data under this Privacy Policy (which includes our Cookie Policy and any other documents referenced in this Privacy Policy). We provide you with choices that allow you to opt-out or control how we use and share your data.

4. What type of information do we collect?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you make a donation online or purchase a product from us, your card information is not held by us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

Bank details are held and processed in line with the Direct Debit guarantee

5. Why we hold and process personal data.

We hold and process personal data for the furtherance of our charitable and legal obligations, including:

- To keep a record of our Members and their subscriptions and donations
- To process membership payments
- To keep a record of our supporters and our communications with them
- To make offers of Membership and invite people to become involved in our work and projects
- To claim gift aid on donations
- To send our Members and supporters marketing information about our events, fundraising activities and appeals where we have their consent or are otherwise allowed to
- To fulfil contractual obligations entered into with supporters and funders
- To meet wider legal obligations such as those of our grant funders
- To support Members and other volunteers to form networks, run events and projects, and collaborate
- To record our campaigning actions and those of our supporters
- To meet our charitable reporting duties
- To ensure we do not send unwanted information to supporters or members of the public who have informed us they do not wish to be contacted

6. How is your information used?

We may contact you by email, phone or mail and use your information to:

- Process and maintain your Membership of the Society;
- process a donation;
- process orders;

- carry out our obligations arising from any contracts entered into;
- dealing with entries into a competition;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications, which you have requested and that may be of interest to you. These may include information about events, appeals, fundraising or membership;
- process a grant or job application;
- We may also use your personal information to detect and reduce fraud and credit risk.

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct communications from us (or only by email or post (about the Society's events or fundraising activities, then please contact us by email: hello@wiltshiremuseum.org.uk or write to the Company Secretary, WANHS, 41 Long Street, Devizes, Wiltshire, SN10 1NS.

7. Job and volunteering applicants

If you apply to work or volunteer for the Society, we will use the information you supply to us to process your application and to monitor recruitment statistics. Where we want to disclose information to a third party, for example where we want to take up a reference or obtain a 'disclosure' from the Disclosure and Barring Service, we will not do so without informing you beforehand.

Personal information about unsuccessful candidates will be held for six months after the recruitment exercise has been completed, after which it will be destroyed, unless you have, by written request, asked us to either destroy it earlier, or allowed us to retain it for longer.

8. Who has access to your information?

We will not sell or rent your information to third parties, nor will we share your information with third parties for marketing purposes. We do not share information with a member of the public, or another member who may wish to contact you. We will forward such information if appropriate. We do use third party service providers to help us with our website, online tools and administration.

We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process donations and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service. We will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. Our third party providers will be expected to comply with GDPR.

All staff and volunteers who receive or process any personal data on the Society's behalf receive appropriate training and technical resources.

9. How you can access and update your information and your choices

The accuracy of your information is important to us. If you change your email or postal address, or believe any of the other information we hold is inaccurate or out of date, please email us at: hello@wiltshiremuseum.org.uk, or write to the Company Secretary, WANHS, 41 Long Street, Devizes, Wiltshire. SN10 1NS

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Data Protection Officer, WANHS, 41 Long Street, Devizes, Wiltshire, SN10 1NS, email: hello@wiltshiremuseum.org.uk.

10. Data Retention

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

We retain your personal data even after a Member has ceased their membership or a supporter has stopped receiving mailings to comply with legal obligations (including law enforcement requests), meet our regulatory and financial requirements, resolve disputes, maintain security, prevent fraud and abuse, or fulfil your request to “unsubscribe” from further messages from us. The list of the Members of the Society is a historical record which is maintained for posterity with the limited amount of information we require to achieve this.

11. Security precautions in place to protect the loss, misuse or alteration of your information

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

When you are on a secure page, a lock icon will appear. Non-sensitive details (such as email addresses) may be transmitted over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

Transferring your information outside of Europe

As part of the services offered to you through our website, the information you provide to may be transferred to countries outside the European Union (‘EU’). For example if any of our servers or software providers are located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you are agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

12. Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We do not currently actively profile our members or supporters.

Profiling is a common technique used in direct marketing and involves analysing data to improve the targeting of communications. The Society may use profiling techniques to help ensure our communications are relevant, and to target our resources effectively. The data may have been provided to the Society when responding to our marketing campaigns, or when using our website, or social media sites such as Facebook. It may also have been provided by external organisations as described below.

When building a profile we may analyse geographic, demographic and other information relating to you, as well as your previous responses to our marketing campaigns. We do this in order to determine whether we believe a particular marketing campaign might be of interest. Some of the data is provided by external organisations and may be provided at an aggregate level (e.g. by postcode). Where it relates to you as an individual we check that you have provided your express consent to the relevant third party for this use of your data. This helps to maximise the effectiveness of our campaigns and to minimise the wastage that would result from sending marketing information where it is not of interest.

13. Use of 'cookies'

Like most other websites, the Society website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, cookies may store your country preference. Turning cookies off may result in a loss of functionality when using our website.

14. Links to other websites

Our website may contain links to other websites run by other organisations, but this privacy policy applies only to our website. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website. We would encourage you to read the privacy statements on other websites you visit.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

15. Aged 16 or Under?

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

16. Email Disclaimer

The information in any e-mail (and/or document attached) sent by or on behalf of the Society is confidential and may be legally privileged and/or contain copyright material of the Society. This information is intended solely for the use of the named addressee. If you are not the named

addressee of an email from the Society, please notify the sender immediately and do not disclose, copy or distribute the contents to any other person.

Any contractual representations contained therein on behalf of the Society must not be taken as final, and are entirely subject to contracts signed formally by an authorised representative of this organisation.

Whilst the Society takes all reasonable precautions to ensure that e-mails from the Society are virus free, no responsibility will be taken for viruses transmitted from its systems.

17. More information

If you would like more information, or have any questions about this policy, email: hello@wiltshiremuseum.org.uk or write to the Company Secretary, WANHS, 41 Long Street, Devizes, Wiltshire, SN10 1NS

To make a formal complaint about the Society's approach to data protection or raise privacy concerns directly with our data protection team, please contact The Data Protection Officer WANHS, 41 Long Street, Devizes, Wiltshire, SN10 1NS or e-mail hello@wiltshiremuseum.org.uk.

You also have the right to make a complaint direct to the UK's data protection authority, the Information Commissioner's Office (ICO). The ICO can be contacted at: <https://ico.org.uk/global/contact-us/>

Concerns can be also be logged via the ICO website.

18. Review of this Policy

We keep this Policy under regular review: this version was APPROVED by the Society's Board of Trustees on 31 May 2018.