



PRIVACY STATEMENT

Your privacy is important to us. This Policy explains how we collect, store and use personal data in person and online and your rights under the new General Data Protection Regulations (GDPR) which came into effect on 25 May 2018. GDPR is a European Union regulation that replaces the Data Protection Act 1998.

Our Privacy Policy is set out below; please read it with care. It explains the following:

- Who we are
- The information we may collect
- How we may use that information
- How we maintain our records
- Our legal basis for processing the data
- Our use of cookies to improve your use of our website
- Your rights to access the data we collect about you
- Changes to this Policy
- How to get in touch

Who we are

The Bath Preservation Trust is a registered charity, limited company and membership organisation in Bath UK. It runs 4 museums accredited under Arts Council England's Museum Accreditation Scheme; a scheme which sets an agreed national standard for museums in the UK. The Trust is a registered charity No. 203048 and a registered company No. 294789. It is governed by a Board of Trustees and managed by a team of experienced third-sector and cultural administrators.

Bath Preservation Trust is also sole trustee of Beckford Tower Trust and Herschel House Trust and this Policy also applies across these entities.

The information we may collect

The Bath Preservation Trust, its Trustees and staff are committed to protecting your privacy. There are a number of instances when you may provide us with personal data when visiting our museums or interacting with the Trust. This includes purchasing a ticket, buying something from our shop, joining as a member or volunteer, making a donation, lending gifting or selling an object, making an enquiry, using the archive and library research facilities, purchasing an image, attending or participating in an event or signing up to a mailing list.

Such personal information might include (but is not limited to):

- your name
- your postal address
- your contact telephone number
- your email address, social media account details
- your order details and transaction history
- your computer I.P. address
- your gift aid status
- your banking details (these are never stored and are safely disposed of)

- your enquiry or feedback

We will also ask for your communication preferences to let us know what information you would like to hear from us, how and when.

In some instances, other data may include:

- A record of your transaction or payment history.
- A record of your donation history and correspondence with us.
- A record of your object loan, gift or sale history and correspondence with us.
- A record of your research visit, copyright declaration, image requests and licensing.
- Images, photographs or video if you take part in an event where there is a photographer. Additional signage requesting media permission will also be present. Images involving children under the age of 18 will only be taken with the permission of a teacher, parent or guardian.
- Your employment history with BPT;
- Your employment history as submitted to us in a job application;
- Information on publicly available sources.

How we may use that information

We will keep information which identifies you only if you sign up to our mailing list, make a donation, lend, gift or sell an object, purchase a ticket to or participate in an event, visit or use the archive and library, make a venue hire booking, or if you are seeking work or do work with the Trust in a paid or voluntary capacity.

We process your personal information for:

- Administration of donations and other fundraising activities, including processing Gift Aid and keeping a record of your relationship with us.
- Ticketing and events.
- Administration of our Volunteer programme.
- Administration of Venue Hire and other event bookings.
- Research and statistical analysis (collected anonymously). This enables us to assess our website's effectiveness and to continually improve its content. Such information cannot and does not personally identify individual visitors to our site, and therefore does not compromise any individual's privacy.
- Delivery of our Learning Programme of activities; namely for Disclosure and Barring Service (DBS) checks, consent and booking forms, administration of our programmes and photo permissions.
- Purpose of internal record keeping relating to any feedback or complaints.
- Contacting you in the way you have requested through consent.
- Understanding how we can improve our services, products or information.
- Where it is required or authorised by law.
- Contacting you where you have been identified as a contact person for a partner organisation, as their representative.
- Carrying out our obligations arising from any contracts entered into by you and us.
- Processing financial payments and invoices.
- Processing job applications and employment records, including verification of right to work;
- Purpose of collections management, conservation and insurance.
- Purpose of copyright/usage permissions relating to material and information consulted in the museums, archives and library

And, only with your prior consent, for:

- Requests to support the Bath Preservation Trust or its museums through fundraising or volunteering.

- Marketing and communications about the Trust’s activities, projects and services.

When we run activities in partnership with other organisations we will only share your data with them if you have given us permission and ‘opted in’ for us to do so.

We work with a number of trusted data processors who help us to manage, improve, safely store and use data and to enable us to deliver the Museum’s services. This includes the University of Bath (for payroll), Moore IT (for IT services) Merlin (for Front of House), Mailchimp, Worldpay (online payment provider), Axiell Collections management system and Ecclesiastical Insurance. We may also share information that’s aggregated and anonymised in a way that it doesn’t directly identify you.

Marketing and Newsletters:

- Our e-newsletters provide information and news relating to the whole life of the Trust, and this includes general news on our planning campaigning and advocacy work, exhibitions and collections, upcoming events, fundraising news and our learning programme.
- We will not pass on our subscriber details to any third parties. We will send you our newsletters only if you ‘opt in’ to receive them and you are able to unsubscribe at any time.

How we store and maintain data

Personal information and data is held in a number of different formats; in secure databases, electronically, in paper records, video (CCTV) and photographs. We store information in locked hard-copy and e-files

We will retain your information for the period necessary to fulfil the Purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.

What is our legal basis for processing personal information?

Data protection law in Europe requires a ‘lawful basis’ for collecting and retaining personal information. Our lawful bases include:

- Contractual: Performing a contract we have with you: In certain circumstances, we need your personal data to comply with our contractual obligation to deliver the Trust’s services.
- Legal compliance: Sometimes the law says we need to collect and use your data. For example, tax laws require us to retain records of pledges and payments made through our services.
- Legitimate interest: This is a technical term in data protection law which means that we have a good and fair reason to use your data and we do so in ways which do not hurt your interests, freedom or rights. For example, as a member of the Trust we retain your data to fulfil our membership ‘contract’ with you and as a recent supporter of the Trust we may contact you about further ways of supporting us.
- Vital interest: In some cases (HR, Learning department, Volunteers programme) we store data which is necessary for us to protect and care for those we are working with.
- Consent: When you provide consent for us to use your data for a specific purpose e.g. adding you to our mailing list.

Who do we share your information with and why?

We do not share or sell your personal information for other organisations to use for their own purposes.

As explained above, we do work with a number of trusted third party data processors who help us to manage, improve, safely store and use data and to enable us to deliver the Trust's services.

What are your rights?

You have the right to access, rectify, erase and place restrictions on your data. You also have the right to withdraw consent to using your data. To do this, please get in touch using the details at the bottom of this policy.

The GDPR provides the following rights to you as an individual:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

For more information on these rights under the Information Commission's Office (ICO), please see here.

Data Protection Authority

Subject to applicable law, if you are a citizen or resident of the European Economic Area, you also have the right to object to the Trust's use of your personal information and/or lodge a complaint with your local data protection authority or the United Kingdom ICO:

United Kingdom Information Commissioner's Office
Wycliffe House, Water Lane, Wilmslow, Cheshire
SK9 5AF, United Kingdom
+0303 123 1113
<https://ico.org.uk/global/contact-us/>

Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used across the world in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Our websites use Cookies for collection of website usage data, which helps us to improve the website and to display more relevant content to our users, based on their use of the site. We only use this information for statistical analysis purposes and the data is not personally-identifiable.

Changes to this Policy

We may amend or update this policy from time to time, and these will apply once published. We encourage you to check back regularly and review any updates.

How to get in touch

If you would like to make changes to your contact preferences, remove yourself from a

mailing list, withdraw consent, or simply ask a question, please get in touch with us:
admin@bptrust.org.uk.