

## River & Rowing Museum Privacy Policy – January 2022

### General Information

The River & Rowing Museum (“we” or “Museum” or “RRM”) inspires escape and exploration, telling the many stories of the River Thames and celebrating the wildlife that calls it home. Beyond its beautiful riverside location in Henley on Thames and award-winning building, the Museum’s doors open onto art, history, conservation and the international sport of rowing. The galleries include interactive displays, stories and objects of international significance, including the enchanting ‘Wind in the Willows’ gallery and the UK’s only dedicated gallery to the work of renowned Modern British artist John Piper who lived nearby.

We (the River & Rowing Museum – the Museum’s registered charity – charity number 1001051- and River & Rowing Museum Foundation – company registration number 02548216 – the Museum’s registered trading company) are committed to protecting the privacy of your personal data. We will respect any personal data you share with us and keep it safe. We aim to be clear when we collect your personal data and only use your information for things you would reasonably expect.

Please take time to read our Privacy Policy which explains what data we collect and why, how we use it and other information relevant to the privacy of your data. We won’t share your data with third parties for marketing purposes, so you won’t receive emails from them unless you have given us specific consent to do so. You can change your mind about hearing from us at any time using the unsubscribe link in the footer of the emails we send you. We may update this policy from time to time so please check it regularly. If there are significant updates, we will inform those people with whom we are in regular contact, such as members and email subscribers.

This Privacy Policy relates to the [www.rrm.co.uk](http://www.rrm.co.uk) website, any subdomain or any such related website and/or mobile application for such website (all referred to as the “Website”) and should be read alongside the Website’s Terms of Use. It also applies to data submitted to the Museum via competitions, contests or events or to anyone who registers with us to receive further information from the Museum.

### Contact details:

River & Rowing Museum  
Mill Meadows  
Henley on Thames  
Oxfordshire RG9 1BF  
Tel: 01491 415600  
Email: [museum@rrm.co.uk](mailto:museum@rrm.co.uk)  
Registered Educational Charity number: 10010501.

### **What personal data do we collect at the Museum?**

We will ask for personal information (name, contact email and contact preferences) when you register, sign up to our e-newsletter, make a booking (including educational bookings), sign up for an Annual Pass, join as a Friend or Supporter (contact details collected will include address to verify your Annual Pass/Friend/Supporter membership), make an enquiry, enter a competition hosted by us, register or make a booking for a learning activity, or order products and services (including venue hire) from us.

### **How do we use this data?**

This information enables us to respond to you, to confirm bookings with you as well as to contact you should the event/booking status have changed. We will also ask for personal information when you make a donation, enquire about making a donation or sign up to receive supporter updates. Bank details taken when payment is made directly with us for ticket booking, shop item purchase, venue hire or workshop and lecture bookings are destroyed once payment is taken – no details are stored. We will also collect your data to enable us to respond to Freedom of Information requests, complaints and requests made under Data Protection legislation and to respond to enquiries about collections.

We will only contact you for Marketing purposes (to keep you informed about our latest events, exhibitions and news via email) if you have actively given us your consent to do so by signing up for Museum updates. **All communications** will include the opportunity to opt out of future updates.

### **When you buy from us or make a donation**

We will retain information such as your name, contact details and contact preferences when you make a purchase from us, make a donation or otherwise buy products or services from us.

For financial donations, we keep a record of the details of the gift (amount, date, purpose) and your Gift Aid status (for which we are also legally required to obtain your name and postal address). These details are not used for Marketing purposes. The Museum may ask you to provide details about your current interests and activities where appropriate.

For all transactions, we keep a record of your bank or credit card details used to make the purchase, but only temporarily (these details are subsequently destroyed) and solely to process your transaction.

For unrestricted donations, we keep bank details for as long as a Direct Debit is active or six years from the latest payment if it becomes inactive – whichever is later

For restricted donations, where there is a specific purpose for a donation – we keep the information until the donation is spent on the specified purpose, or six years, whichever is later. If the donation is not all spent we will keep the details indefinitely to back up our restricted reserves information in our accounts, but the data would be held securely in locked cabinets.

We will only contact you for Marketing purposes if you have given us your consent to do so by actively signing up for Museum updates. **All communications** will include the opportunity to opt out of future updates.

### **When you donate or loan an object to the Museum**

If you *donate or loan an object to the Museum*, or have done so in the past we will collect your name, address, and email and phone number to enable us to log your donation or object loan to the Museum and maintain records of provenance for the item. This is required of us as an Accredited Museum, and we do not collect and retain more personal data than is necessary. These details are held securely by the Museum and are not shared or used for marketing purposes. We keep these records in perpetuity to retain a full provenance trail for all items we handle as part of our work as an Accredited Museum. This remains the case if the object is returned to you or lent to another entity. We may need to make contact with you regarding the object you have loaned or donated to us at a future date and so also request that you keep us updated of changes to your contact information in line with the terms on any paperwork you have received.

If you have *offered an item for loan or donation* we will retain the information you have provided to us on our records until we are able to respond to you, and then for a further 36 months should we be unable to accept your offer at that time, after which time any personal data linked to the enquiry will be removed.

We will only contact you for Marketing purposes (to keep you informed about our latest events, exhibitions and news via email) if you have given us your consent to do so by actively signing up for Museum updates. **All communications** will include the opportunity to opt out of future updates.

### **When you contact the Curatorial Team with a collections enquiry**

If you contact the Curatorial Team with a collections enquiry we log your enquiry on our database along with your name and a primary contact method (usually an email address or phone number), as well as details of your enquiry which may itself include personal data. This is to enable us to respond to your enquiry. All personal data is stored securely by the Museum and is not shared for Marketing purposes. We retain information on enquiries received until the resolution of an enquiry, after which time we anonymise the record while maintaining a log of the enquiry itself and information provided. We will only contact you for Marketing purposes if you have given us your consent to do so by actively signing up for Museum updates. **All communications** will include the opportunity to opt out of future updates.

### **When children take part in our Learning workshops**

When children take part in our learning workshops, their name and age are taken, together with parent/guardian contact details. These are stored securely until after the session in question and then all details are destroyed. Where photography is taken (rare occasions only), the Museum will only take and keep photography where parental consent has been received to do so – and this will be kept for a maximum of 4 years. Should parents wish to receive regular updates from the Museum, they are encouraged to sign up for the Museum's newsletter.

### **When we work with Volunteers**

We will collect your name and contact details (contact email and contact preferences) when you join the Museum team, and take references from your contacts. This forms part of your volunteering contract with us, and personal details are stored securely on our password protected database.

### **When you use our website**

Your IP address (a unique number that can be associated with your internet connection) is processed by our website, and by any third-party services that your computer connects to when you use our website. Our website also uses cookies to enable online transactions, understand how people use our website and inform our digital advertising. We will only connect you to non-essential third-party services if you give your consent when prompted. For more on cookies, see below.

### **CCTV Footage**

For public safety and security, CCTV is in operation in public areas of the River & Rowing Museum. This footage is stored for 1 month and then destroyed.

### **If you supply us with goods or services**

We will collect your name, company name, email address and telephone number, to enable us to make payments, answer queries and fulfil our relationship with you as a supplier. We will take your bank details to enable us to make payments. This is a legal requirement and these details are stored securely.

### **Sharing information**

We do not disclose personal data to any third parties or external organisations. We retain responsibility for your data. We do use email marketing tools such as Mail Chimp, and we ensure that any transfer of data is secure, in accordance with best practice, and in compliance with the General Data Protection Regulation. Your data will never be sold to any third party.

### **When you use our website**

Your IP address (a unique number that can be associated with your internet connection) is processed by our Website, and by any third-party services that your computer connects to when you use our website. Our website also uses cookies to enable online transactions, understand how people use our website and inform our digital advertising. We will only connect you to non-essential third-party services if you give your consent when prompted. For more on cookies, see below.

### **What we use your information for and what legal basis we rely on**

Under applicable Privacy and Data Protection Requirements we may only process your Personal Data if we have a “legal basis” (i.e. a legally permitted reason) for doing so. For the purposes of this Policy, our legal bases for processing your Personal Data are set out in the table below.

To conduct questionnaires, surveys and research into customer satisfaction.	This is carried out in accordance with our legitimate business interests of providing services and products to you and ensuring that we continue to monitor and improve those services and products (Art. 6 (1)(f) GDPR).
To operate, administer, maintain, provide, analyse and improve our Website and the services available through our Website.	This is carried out in accordance with our legitimate business interests of providing services and products to you and ensuring that we continue to monitor and improve those services and products (Art. 6 (1) (f) GDPR).
To ensure that content from our Website is presented in the most effective manner for you and for your device.	This is carried out in accordance with our legitimate business interests of providing services and products to you and ensuring that we continue to monitor and improve those services and products (Art. 6 (1)(f) GDPR).
To allow you to participate in interactive features of our Website, including inputting information and providing feedback.	This is carried out in accordance with our legitimate business interests of providing services and products to you and ensuring that we continue to monitor and improve those services and products (Art. 6 (1)(f) GDPR).
To contact you for marketing purposes	This is carried out under the following circumstances: <ul style="list-style-type: none"> <li>• (i) you have given your consent (Art. 6 (1)(a) GDPR); or</li> <li>• (ii) you have previously bought goods and services from us and we are contacting you to let you know about similar goods and services that we offer (Art. 6 (1)(f) GDPR).</li> </ul>
Where required by (but not limited to) any request or order from law enforcement agencies and/or tax agency in connection with any investigation to help prevent unlawful activity.	This is necessary for compliance with a legal obligation (Art. 6 (1) (c) GDPR).

We have a number of legal bases that mean we can use (or 'process') your personal information. One basis 'Legitimate Interests' means we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests. For example, we may send marketing or fundraising requests, if you have given consent for us to do so, which further the aims and objectives of the River & Rowing Museum. Any communications will always provide you with an opportunity to opt out of future mailings. When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests.

### **Building an understanding of audiences, members and supporters and improving communications**

We use various techniques including market research and audience profiling to help us understand our audiences, customers, members, donors and potential supporters.

We do this because it allows us to send appropriate communications and make appropriate requests to those who may be able and interested in attending or giving more than they already do.

For similar reasons, we may hire the services of a third party company in order to enrich the data we have collected from you with information from publicly available sources. This may include, for example, information about education, professional activities, geographic and demographic information, interests, preferences, charitable interests, activities and capacity to River & Rowing Foundation, a registered charity and, where not otherwise available, the information listed in the 'What personal information do we collect and process' section above.

We do comprehensive checks on any third parties we work with; additional information on this is stated under the 'Who we might share your personal information with' section below.

### **Who we might share your personal information with**

Your personal information might be passed to a third party if they need it to fulfil your order(s) for our goods and services, to execute the communications we send to you, to conduct market research and audience profiling outlined above, or to process a donation. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal information they have collected or have access to.

Examples of these third parties include our bank (in order to process Direct Debit and other payments), mailing houses (for distribution purposes), our bulk email distribution service provider, and audience analyses and data cleansing suppliers, for example to access the Post Office National Change of Address (NCOA) database.

Except as set out in this policy, we shall not disclose your personal information unless obliged to, or allowed to do so by law, or where we need to in order to run our business (e.g. where other people process information for us). In such circumstances, we ask those people to give us confidentiality, non-disclosure or other relevant compliance undertakings.

We will not share your information other than as described in this policy without your express consent.

### **Sensitive or 'special category' Information**

When you provide us with information in relation to an event that you are attending, we may ask you about your access requirements and dietary preferences. Some of the information which we collect from you may constitute sensitive personal data. We will only ever use this in accordance with this policy and shall maintain necessary measures to protect this information and its confidentiality.

Whenever we ask you to provide your personal information, we will let you know why we are asking, and how we will use your information, by directing you towards this notice.

### **How we store your personal information and keep it secure**

We store information in a number of different ways – secure paper files in locked cabinets (for which access is restricted to approved members of Museum staff), on the Museum’s secure server, in our secure bookings system; our collections management system, Vernon, and on Cloud-based platforms including Mail Chimp to which access is restricted to certain members of the team.

We ensure that there are appropriate technical controls in place to protect your personal information; for example, any information which we transfer is encrypted and password protected, and all of our staff receive data protection training. The personal information that you provide will be held securely and will not be used for any other purpose than as provided for in this policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. We will store your personal information for as long as is reasonably necessary for the purposes for which it was collected, as explained in this notice. In some circumstances we may store your personal information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, accounting requirements, such as our requirements to report on the sources of our funding and donations received. We may also store information as a requirement to report on audience activities and expenditure to one or more of our funders.

In specific circumstances we may store your personal information for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal information or dealings.

### **If you visit our website**

To make the River & Rowing Museum website easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites. You will have the opportunity to accept or reject these cookies when visiting the Museum website. You can find out more about River & Rowing Museum’s use of cookies at [www.rrm.co.uk/about/privacy/](http://www.rrm.co.uk/about/privacy/). We regularly review our privacy policy and may make changes from time to time. This policy was last updated in October 2021.

### **How long we keep your information for**

We will only ever collect the information we need. When we ask you to provide your personal information we will let you know why we are asking and how we will use your data, by directing you towards this notice. We hold your information only as long as necessary for the purpose it was collected as explained in this notice. In some circumstances we may store your personal information for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, accounting requirements, such as our requirements to report on the sources of our funding and donations received. We may also store information as a requirement to report on audience activities and expenditure to one or more of our funders.

If you decide not to support the River & Rowing Museum any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted communications in the future.

#### **How do we keep your information up to date?**

We endeavour to keep your personal information accurate and up-to-date. If you become aware of errors or inaccuracies, please email [museum@rrm.co.uk](mailto:museum@rrm.co.uk).

We may use publicly available sources to keep your records up to date; for example, the Post Office National Change of Address (NCOA) database and information provided to us by other organisations as described in this policy.

We would really appreciate it if you could let us know if your contact details change.

#### **Your data protection rights**

Under data protection law, you have rights including right of access – the right to obtain a copy of the information that is held about you, right to rectification – the right to rectify or amend the information we hold about you, right to erase – right to ask us to erase information we hold about you, and the right to transfer or restrict the processing of the personal data that we hold about you. This is known as a Subject Access Request. There is no charge for this service. If you make a request, we have one month to respond to you.

Please contact us at [museum@rrm.co.uk](mailto:museum@rrm.co.uk) if you have any comments on our Privacy Policy, or our use of the information we hold about you, or you would like to make a request. Alternatively, please contact us via the details below:

GDPR Lead  
River & Rowing Museum  
Mill Meadows  
Henley-on-Thames  
Oxfordshire RG9 1BF

Email: [museum@rrm.co.uk](mailto:museum@rrm.co.uk)

Phone: 01491 415600

You can also make a complaint directly to the UK Information Commissioner's Office (ICO), which is the data protection supervisory authority in the UK.

The Information Commissioner's website can be found at [www.ico.org.uk](http://www.ico.org.uk) or you can call their helpline on 0303 123 1113.

We ask that you please attempt to resolve any issues with us first, although you have a right to contact your supervisory authority at any time.

**This policy was last updated on 25 January 2022.**