

# **Aldeburgh Museum Charitable Trust (AM)**

## **DATA PROTECTION POLICY**

AM is committed to protecting the rights and privacy of individuals in accordance with the General Data Protection Regulation (GDPR), 2018 and the Privacy and Electronic Communications Regulations (PECR), 2003. GDPR places an obligation on organisations to be clear why we are collecting data and what we plan to do with it. AM is a data controller and needs to have clear guidelines for data processors (staff, volunteers, trainees, third parties) on how to collect, handle and store personal data.

### **HOW AND WHY AM COLLECTS PERSONAL DATA**

AM collects and processes six categories of personal data:

1. Staff data
2. Volunteer data
3. Visitor data
4. Prospects and marketing data
5. Supplier data
6. Collections data

The museum uses personal data to fulfil statutory obligations and contracts, to market and publicise its work, to monitor the success of its programmes and the diversity of audiences, to fulfil its charitable and public role as an archive and place of historical research and for purposes of legitimate interest, e.g. encouraging and administering charitable donations.

### **POLICY STATEMENT**

AM will:

- comply with both the law and good practice
- only collect the information it needs and ensure that it is accurate, adequate, relevant and not excessive
- require individuals to opt in
- not keep data longer than necessary
- store data securely
- provide training and support for staff and volunteers who handle personal data
- keep data up-to-date through periodic review
- maintain and display a Privacy Policy
- use plain and simple English in policies

AM may not always seek the consent of data subjects when processing personal data, for example, when aggregating data to analyse general performance or when processing Gift Aid, or where a justification of legitimate interest can be made. We will also not seek consent where collections data is concerned.

AM recognises that the above principles relate to both paper and electronic systems of record keeping.

Information will not be disclosed to any other party, unless with specific permission of the person it relates to. Any person may request that their details are removed from our records at any time. Any person may request a copy of their information at any time.

This policy will be reviewed on an annual basis.