



## **Cookies & Website Privacy Policy**

### **Woodhorn Charitable Trust**

#### **1. Introduction**

1.1 We (Woodhorn Charitable Trust) are committed to safeguarding the privacy of our website visitors. This policy explains how we treat the personal information we collect about the people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

1.2 We may change this policy from time to time so please check this page occasionally to ensure you're happy with any changes that are made.

1.3 By using this website you are agreeing to be bound by this policy.

1.4 This Cookies & Website Privacy Policy was updated on **15th May 2018**.

1.5 Any questions regarding this policy or how we handle your personal information should be sent via email to [privacy@woodhorn.org.uk](mailto:privacy@woodhorn.org.uk) or by writing to us at Woodhorn Charitable Trust, QEII Country Park, Ashington, Northumberland NE63 9YF.

#### **2. How we use your personal data**

2.1 We may collect, store and use the following kinds of personal information:

(a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths);

(b) information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including your name and email address);

(c) information that you provide to us when using the services on our website, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use);

(d) information relating to any purchases you make including tickets, memberships or merchandise or any other transactions that you enter into through our website (including your name, address, telephone number, email address);

(e) information relating to monetary donations you make to us through our website, including your name, address, telephone number, email address;

(f) information that you provide to us in the course of donating an object or objects to us, for example, so that we can contact you in relation to your object donation enquiry we will collect, store and use personal information including your name, address, telephone number and email address;

(g) any other personal information that you choose to send to us.

### **3. Providing your personal data to others**

3.1 We may disclose your personal data to:

(a) MailChimp in order to send you our email newsletter about **Woodhorn Charitable Trust's** exhibitions, events, activities opportunities.

(b) Campaign Monitor in order to send you our email newsletter about **Woodhorn Charitable Trust's** exhibitions, events, activities and opportunities.

(c) Google Analytics who may record IP addresses in the course of providing web services to **Woodhorn Charitable Trust**.

3.2 We may use your personal information to:

(a) administer our website and business;

(b) enable your use of the services available on our website;

3.3 If you specifically agree we may use your personal information to:

(a) send you our email newsletter

(b) deal with enquiries and complaints made by or about you relating to our website;

(c) keep our website secure and prevent fraud;

(d) verify compliance with the terms and conditions governing the use of our website;

(e) Your data may also be available to Google Analytics to enable us and them to carry out analysis and research on demographics, interests and behaviour of our users and supporters to help us gain a better understanding of them to enable us to improve our services.

3.4 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us.

3.5 We will not, without your express consent, supply your personal information to any third party.

3.6 From time to time, we may use anonymous data, which does not identify you alone, or when combined with data from other sources. This type of data may include visitor comments, quotes from an exhibition, completion of a research survey, analytics about use of our website or online cookies. Anonymous data may be shared with other parties including:

- (a) Our funders and stakeholders for reporting purposes including audience engagement. Such organisations include Arts Council England, The Audience Agency and Northumberland County Council;
- (b) Google Analytics to enable us and them to carry out analysis and research on demographics, interests and behaviour of our users and supporters to help us gain a better understanding of them to enable us to improve our services;
- (c) The Audience Agency to enable us and them to carry out analysis and research on demographics, interests and behaviours of those who take part in an Audience Finder survey when visiting one of our Museums. The anonymous information helps us to gain a better understanding of our visitors and audience so that we can improve services.

#### **4. Disclosing personal information**

4.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers (including specifically the host of our website, **SITEGROUND HOSTING LTD**, or other subcontractors insofar as reasonably necessary for the purposes set out in this policy) for the purposes of administering our website and business and enabling your use of the services available on our website.

4.2 We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- (d) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

4.3 Except as provided in this policy, we will not provide your personal information to third parties.

## **5. International transfers of your personal data**

5.1 Our web host **SITEGROUND HOSTING LTD** and our e-marketing service **Mailchimp** are all signed up to the E.U.- U.S Privacy Shield Frameworks. More information on these can be found here:

<https://www.privacyshield.gov/welcome>

5.2 Personal information that you publish on our website or submit for publication on our website may be available, via the internet, around the world. We cannot prevent the use or misuse of such information by others.

5.3 You expressly agree to the transfers of personal information described in this Section 5.

## **6. Retaining and deleting personal data**

6.1 This Section sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

6.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

6.3 We will retain your personal data as follows:

- (a) Names and email addresses for the purpose of sending out e-newsletters to which you have subscribed.

6.4 Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

6.5 Requests to delete personal data will be subject to any applicable legal and ethical reporting or document filing or retention obligations imposed on us.

## **7. Security of personal information**

7.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

7.2 We will store all the personal information you provide on our, and where applicable our supplier's, secure (password- and firewall-protected) servers. This may include data storage services provided in the Cloud.

7.3 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

## **8. Amendments**

8.1 We may update this policy from time to time by publishing a new version on our website.

8.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

8.3 We may notify you of changes to this policy by email.

## **9. Your rights / access to your information and correction**

9.1 You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email [privacy@woodhorn.org.uk](mailto:privacy@woodhorn.org.uk) or write to us at Woodhorn Charitable Trust, QEII Country Park, Ashington, Northumberland NE63 9YF

The provision of such information will be subject to:

(a) to the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address);

And may be subject to:

(b) a charge of £10 to cover our costs in providing you with details

9.2 We may withhold personal information that you request to the extent permitted by law.

9.3 You may instruct us at any time not to process your personal information for marketing purposes (our newsletter and other email communications.)

9.4 In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

9.5 Please let us know if the personal information that we hold about you needs to be corrected or updated.

## 10. Third party websites

10.1 Our website includes hyperlinks to, and details of, third party websites.

10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

10.3 This privacy policy only governs our website and we are not responsible for the privacy policies that govern third party websites even where we have provided links to them. If you use any link on our website we recommend you read the privacy policy of that website before sharing any personal or financial data.

10.4 We operate a number of social media pages including **Facebook**, **Twitter** and **Instagram**. Although this policy covers how we will use any data collected from those pages, it does not cover how the providers of social media websites will use your information. Please ensure you read the privacy policy of the social media website before sharing data and make use of the privacy settings and reporting mechanisms to control how your data is used:

- (a) **Facebook** is one of the social media platforms that we use. Their privacy policy can be read here <https://www.facebook.com/privacy/explanation>
- (b) **Twitter** is one of the social media platforms that we use. Their privacy policy can be read here <https://twitter.com/en/privacy>
- (c) **Instagram** is one of the social media platforms that we use. Their privacy policy can be read here <https://help.instagram.com/155833707900388>

10.5 Our website uses technology such as application programme interfaces (APIs) and embedding codes that enable limited quantities of user generated content from social media platforms including Facebook, Twitter and Instagram to display social media feeds on our website. This may include content generated by us or you such as comments, quotes, posts and mentions of us to share with our other online visitors. Such technology will pull through the social media information you have made publicly available. More information about how your public social media profile information is made available by social media platforms can be found in their privacy policies as mentioned under 10.4.

10.6 We operate a free public access Wi-Fi service at our Woodhorn Museum venue. Although this policy covers how we will use any data collected from your use of this service, it does not cover how the providers of the public access Wi-Fi network (**Konnectifi**) will use your information. Please ensure you read the privacy policy of Konnectifi before registering for use of the public access Wi-Fi service and make use of the privacy settings to control how your data is used.

## 11. Cookies

11.1 Google Analytics uses Cookies as part of their product. Information on Google Analytics' privacy policy is here <http://policies.google.com/privacy?hl=en>

11.2 This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device. More information about online cookies can be found here: <https://ico.org.uk/for-the-public/online/cookies/>

## 12. Our details

12.1 This website is owned and operated by **Woodhorn Charitable Trust**.

12.2 **Woodhorn Charitable Trust** is a registered charity in England and Wales, registered Charity number 11291792.

12.3 **Woodhorn Charitable Trust** is a registered limited company in England and Wales, registered Company number 6893854.

12.4 Our principal place of business is at **Woodhorn Museum, QEII Country Park, Ashington NE63 9YF**.

12.5 You can contact us:

(a) by post, to the postal address given above;

(b) by email – [privacy@woodhorn.org.uk](mailto:privacy@woodhorn.org.uk)

12.6 **SITEGROUND HOSTING LTD** is the company that we use to host our website. Their privacy policy can be read here <https://www.SiteGround Hosting Ltd.co.uk/personal-data-protection/>

12.7 **MailChimp** is the primary service we use to send out regular newsletters and e-communications. Their privacy policy can be read here <https://mailchimp.com/legal/privacy/>

12.8 **Campaign Monitor** is a secondary service we use to process sign-ups for newsletters and e-communications. Their privacy policy can be read here <https://www.campaignmonitor.com/policies/>

12.9 **Google Analytics** is the service we use to analyse the traffic to and user behaviour whilst visiting our website. Their privacy policy can be read here <http://policies.google.com/privacy?hl=en>



### **13. Complaints**

13.1 If you wish to make a complaint about us or the treatment of your data, please contact us in the first instance using the contact details in Section 12 (above) or elsewhere on our site.