

Privacy Policy

At the Fan Museum we are committed to respecting and protecting your privacy. In this policy we will set out the reasons why we collect personal information and how we use it.

The term 'we' refers to:

- The Fan Museum Trust, registered charity number 295303
- Fans Ltd, registered company number 02057180

What type of data do we keep and why?

Depending on the nature of your relationship with us, we hold data for the following purposes:

- To provide the service, products or information you have requested from us.
- To gather feedback from groups, visitors or donors.
- Administration:
 - To administer any donations made to us.
 - Management of goods and supplier details.
 - Manage any feedback, comments or complaints we may receive.
 - Processing enquiries or requests for information.
- To keep you notified about upcoming events, news and projects in line with your personal preferences.
- Send promotional material about our goods, services, activities and exhibitions or information about how to support us and our charitable aims.
- Analyse and understand how our website and online offering are used in order to improve user experience.
- Data screening and cleansing, to keep up to date records of your contact details.
- Keep up to date records on staff, volunteers, contractors and suppliers in line with our legal duty.
- Keep records for legal obligations, such as, health & safety, security, safeguarding, suppression lists or tax purposes.
- Data pertaining to acquisitions and collections management.

Depending on the nature of your relationship with us, we hold the following types of data:

- Personal details such as name, email, date of birth, telephone number, address, gender etc.
- Where relevant next of kin/emergency contact details
- Your purchasing history
- Contact preferences
- Correspondence sent to you or received by you.

We do not hold financial details of customers on-site including credit and debit card information.

Data Retention

Your data will only be kept for as long as it is required, the length of time we keep your data depends upon the nature of your relationship with us. If you choose to opt out of direct

marketing or digital communications we will retain a record of your preferences in order to abide by your request. Sometimes we are required by law to keep certain data. The length of time we keep this data depends on the circumstances.

Transfers outside of the European Economic Area

Under certain circumstances we will transfer your information outside of the European Economic Area. We will only do this with your informed consent, when it is necessary to perform a contract we have with you or where the receiving organisation has adequate safeguards in place - for example certification under the EU-US Privacy Shield framework.

Third Party Data Processors

Like most businesses we rely on a number of third-party providers to support our day-to-day operations, for example in areas such as online file storage and email delivery. We may also hire third parties to operate, maintain or improve our website and other digital services. Some of these service providers will by necessity have access to or be directly involved in processing or storing a subset of the personal information you share with us.

All our third-party data processors have been carefully chosen as service suppliers who also practice responsible data handling. We believe that each has in place appropriate protections to ensure the security of the data we store or process with them and have clear policies for how they treat that data. But if in doubt you should review their individual Privacy Policies.

- **Amazon Web Services** (File storage): <https://aws.amazon.com/compliance/data-privacy-faq/>
- **Eventbrite** (Ticketing services):
 - <https://www.eventbrite.co.uk/privacypolicy/>
- **Google** (Website analytics):
 - <https://support.google.com/analytics/answer/6004245?hl=en>
- **HeartInternet** (Hosting & email services):
 - <https://www.heartinternet.uk/terms/heart-internet-privacy-statement>
- **MailChimp** (Email marketing):
 - <https://mailchimp.com/legal/privacy/>
- **Microsoft** (Email services)
 - <https://privacy.microsoft.com/en-GB/privacystatement>
- **PayPal (Payment processing)**
 - <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>
- **The Pixel Parlour** (Digital services development & support):
 - <https://www.pixelparlour.co.uk/about/privacy-and-cookies/>

Before using or sharing your information with third parties in ways not described here or previously authorised by you, we will provide you with notice and an opportunity to control the further use or disclosure of your personal information.

Using our website

All your interactions with our website are protected by strong 256-bit encryption and we aim to collect the minimum of personal information needed to provide an effective service.

Our website is hosted in the UK in a data centre managed by Heart Internet. When you visit our website or access one of the files stored on our web server information about this request will be automatically stored in our log files to provide usage statistics, enable security features and aid technical troubleshooting. This is on the legal basis of legitimate commercial interests. In these cases your IP address at the time acts as a unique identifier and is stored along with information about your operating system, browser version and the pages/files you access. These logs are retained on the server for up to 30 days, after which they are automatically deleted. Heart Internet will also record a similar set of data for the

purposes of data management and security. This data is retained by them for up to 3 months.

Like most businesses we use Google Analytics to help understand how our website is being discovered and interacted with and we use this information to help improve the experience for our visitors and make decisions about future development. Google Analytics presents us with aggregate information about the geographic location, device types and operating systems used by our website visitors, but not in a way that personally identifies you. Additionally Google will record your computer's IP address and set a number of temporary cookies in your browser to help distinguish you as an individual visitor as you move around our site. In the interests of limiting the amount of data Google collects via our site we are using Google's standard Analytics implementation and have not enabled any additional advertising features, such as remarketing tags which would tie your usage of our site in with your broader browsing habits. Any user-level data that is associated with Analytics' cookies are retained for up to 26 months from your last activity on our site, after which it is automatically deleted from Analytics' servers.

Our website and emails contain a number of links to third party sites. It is important to be aware that these external sites are governed by their own privacy policies and we do not accept any responsibility or liability for these policies. The inclusion of a link to an external source should not be understood to be an endorsement of that website, its owners or their products/services. Always check the individual privacy policies of these external sites before you submit any personal data through them.

Buying Online

When you place an order through our website we collect a number of pieces of information at checkout. Your name and email address are used to uniquely identify your order and provide us with a point of contact for any follow-up communication such as sending you an electronic receipt. We also collect your IP address and physical address to facilitate payment processing and meet our obligations to maintain appropriate financial records. For example we need to know the country of origin of all transactions for calculating VAT. This information is retained for up to 24 months after which is erased.

We use PayPal as an online payment processor, so when you make a purchase through our website some of the information you submit is sent to them to allow your payment to be processed. PayPal is committed to handling your personal data securely and will not reveal your financial information to any third party except with your express permission or if required to do so by a court order or other legal process. You can read the full in their privacy statement here: [https:// www.paypal.com/uk/webapps/mpp/ua/privacy-full](https://www.paypal.com/uk/webapps/mpp/ua/privacy-full). Please be aware that PayPal may transfer information relating to your transaction outside the European Economic Area, but in such cases they are committed to protecting it with adequate safeguards.

All the information you submit at checkout is transmitted securely via an encrypted https connection and the information we receive from these transactions is just that needed to process or support your order. That includes your name, email address, billing address and contact phone number, but does not include any sensitive financial information such as credit card numbers or bank account details.

Cookies

Cookies are temporary files stored in your web browser by a website to help track usage and enable services that rely on a persistent identity. You can control which cookies you accept and remove them at any time by adjusting your browser settings, but it is important to be aware that some cookies are essential and our website may not function as expected without them.

Essential cookies:

These cookies are strictly necessary to provide you with services available through our websites and to use some of its features. But you can still block or delete them by changing your browser preferences.

- *wp_woocommerce_session* (The Fan Museum) - Set by our website when you use our online shop Expires after 48 hours.
- *woocommerce_items_in_cart* (The Fan Museum) - Used to temporarily store information about your cart when use our online shop. Expires at the end of your session.
- *woocommerce_cart_hash* (The Fan Museum) - Used to temporarily store information about your cart when you use our online shop. Expires at the end of your session.
- *wordpress_[hash]* (The Fan Museum) - used to temporarily store your authentication details when you log in to the website. Expires at the end of your session.
- *wordpress_logged_in_[hash]* (The Fan Museum) - set to identify you to the website and tell it that you are logged in. Expires at the end of your session.

Non-essential cookies:

These cookies are used to enhance the performance and functionality of our websites. They are non-essential but without them certain functionality may become unavailable.

- *YSC* (YouTube) - used to support playback of embedded YouTube videos. Expires at the end of your session.
- *VISITOR_INFO1_LIVE* (YouTube) - used to support playback of embedded YouTube videos. Expires after 8 months.
- *PREF* (YouTube) - used to support playback of embedded YouTube videos. Expires after 8 months.

Analytics and customisation cookies:

These cookies collect information to help us understand how our website is being used or customise it in order to enhance your experience.^[1]_{SEP}

- *_ga* (Google Analytics) - used to distinguish between users. Expires after 2 years.
- *_gat* (Google Analytics) - used to distinguish between users. Expires after 24 hours.
- *_gid* - (Google Analytics) - used to throttle the request rate. Expires after 1 minute.

Advertising cookies^[1]_{SEP}

These cookies are used to make advertising messages more relevant to you and your interests.

- *None currently set*

Children Under 16

Our website is not for use by children under 16 years and we will not knowingly collect or use the personal data of children. If you are under the age of 16 please do not provide any personal data even if prompted to do so.

Marketing

From time to time we may send out marketing material by post and, where you have consented, by email. These communications aim to let you know about the work we do, give you details of how you can support us and give details about upcoming activities, services, exhibitions or retail offers. With each communication there is an opportunity to opt out of any future correspondence.

We use MailChimp for our email marketing. So when you subscribe to our newsletter or download one of our reports the email address and name you submit will be held securely

by them and the information also made accessible to us. MailChimp's servers are based in the United States, so your information may be transferred to, stored, or processed in the US. MailChimp participates in and has certified its compliance with the EU- U.S. Privacy Shield Framework, which certifies that it has adequate safeguards in place. As a respected email marketing provider MailChimp won't share your information with any unauthorised third parties or contact you directly at any time – you can read their full privacy policy here: <https://mailchimp.com/legal/privacy/>

By default we will retain your data in MailChimp for as long as you choose to stay subscribed or such time as we consider your account to be in-active (ie. you are no longer opening or engaging with our emails).

You can update your details or opt-out of our emails at any time using the 'Unsubscribe' or 'Email Preferences' links found at the bottom of every email we send via MailChimp. If you unsubscribe MailChimp will retain your email address for the purposes of a suppression list to ensure that no further marketing messages can be sent unless you actively choose to opt-in again.

In addition to the information you supply at sign-up MailChimp will also capture data about your interactions with our emails and website, such as which links you click within an email and which pages you go on to visit on our website. It does this using a combination of tracking pixels and cookies. You can learn more about those in the Cookies section of this privacy policy. We use this information to help improve our product and provide more personalised messaging.

We may also combine the information you provide us at sign-up with data from other sources, such as our website, to help us improve the relevance of the emails we send you. For example if you buy an item from our online store we will record that information in your MailChimp subscriber profile to ensure that the content of our emails reflects that.

CCTV

The Fan Museum is protected by CCTV and you may be recorded while you are here. We use CCTV to help ensure a safe and secure environment of our visitors, collections and staff and to act as a deterrent for criminal activity. ^{[[1]]} _[SEP]

The Museum abides by the CCTV Code of Practice in the management of information recorded and retained by any surveillance equipment used. All images recorded can only be accessed by authorised staff and are kept for 30 days. ^{[[1]]} _[SEP]

Eventbrite

When you purchase a ticket for any of our events or activities online you will do so through Eventbrite, an online ticketing platform. Your personal details are kept securely on the website, we access this in order to send out tickets and contact you about the event you have reserved.

Data Security

We will never sell, distribute or intentionally make your personal information public and have implemented appropriate technical and organisational security measures to protect the data you share with us from loss and preserve its security and confidentiality.

To help ensure that all personal information is kept secure we implement the following security procedures:

- Digital files and documents holding personal information are securely locked with passwords.
- Online data is stored securely and password protected.

- Where hardcopies are needed are securely locked away.
- Only authorised and appropriately trained staff can manage your information.

While we strive to keep your data as safe as possible we cannot guarantee the security of any information you provide online, and in doing so you do this at your own risk.

Personal Data Breaches

A breach is considered any loss, alteration, unauthorised disclosure of, or access to, personal data. We are committed to disclosing any personal data breaches that might adversely affect your rights and freedoms without undue delay so that you can take appropriate action. Any notifiable breaches will also be reported to the UK's Information Commissioner's Office within 72 hrs. This includes breaches affecting the third party services identified in this privacy policy, where personal data is being held on our behalf.

Your Rights

The General Data Protection Regulation (2018) gives you the right to know what person data we hold, to have it updated if it is inaccurate or removed entirely if you no longer consent to our use of it.

We also welcome questions about our Privacy Policy and these or any access requests should be directed to our Data Protection Officer by email to: info@thefanmuseum.org.uk or by post to:

Attn. Data Protection Officer
The Fan Museum
12 Crooms Hill
Greenwich
SE10 8ER

Policy Changes

This Privacy Notice may be amended from time to time, when this happens we will update the website and notify you of any changes.

22 October 2018 - Expanded information added regarding our use of cookies, website data retention and details of third party data processors.

24 May 2018 - New Privacy Policy published to comply with the General Data Protection Regulation