

## **South East Museum Development Privacy Notice**

The General Data Protection Regulation (GDPR) will replace the 1998 Data Protection Act and will be enforced in the UK from 25 May 2018. South East Museum Development (SEMD) takes your privacy seriously, ensures that your privacy is protected, that your data is kept safe and is used for clear and specific purposes.

This Privacy Notice sets out how and why we use your personal information. We will make this Notice available on our website. If we make any changes to this Notice, we will update you through our newsletters so you have the opportunity to review it on our website, and check you are still happy with what information we collect, how we use it and how we store it.

### **About South East Museum Development**

South East Museum Development (SEMD) is funded by Arts Council England (ACE) and delivered by a consortia of museums : Chatham Historic Dockyard Trust, Royal Pavilion & Museums Brighton and Hove, Hampshire Cultural Trust, Oxfordshire County Museums Service.

South East Museum Development aims to be a leading source of professional support enabling the region's museums to evolve and flourish. Through raising ambition, driving excellence and building resilience, our vision is a community of vibrant and dynamic of museums that celebrate our diverse cultural heritage.

South East Museum Development provides support and advice to museums in the South East through:

- Training opportunities.
- Grants.
- Events.
- Networking opportunities.
- Peer to Peer groups and networks.
- Advice and advisory services, delivered through our Museum Development Officers or contracted consultants.
- Dissemination of advice and information from third party recognised sector partners.

In order to fulfil this role, South East Museum Development holds personal data (including email addresses, contact details, access requirements and dietary information) to promote and carry out our programme of activity. This is mainly via electronic means.

We primarily work on a business-to-business basis – we engage with museums and their staff and volunteers in a business support capacity. We hold information provided by you through voluntary submissions. This is where you have volunteered your information in order to receive our newsletters, participate in our training programmes and take part in surveys to help shape our programme offer.

We also hold contact information that is publically available (e.g. manager name and contact from your museum, as published on your website, or via sector directories or recognised sector networks).

The basis that we use for processing the data is that either:

- You have given us your consent

Or

- The processing is necessary for the purposes of legitimate interests pursued by the South East Museum Development. In this case the legitimate interest is to carry out the objectives of the organisation.

### **What do we use your information for?**

We require information about you to understand your needs, in order to provide you with access to our services. This includes opportunities for training, networking, peer-to-peer and bespoke support from South East Museum Development.

### Electronic newsletters

If you have signed up to our newsletters, we will send you our newsletters direct to the email address you have provided unless you unsubscribe from our mailing list. We send out newsletters on a regular schedule, and may occasionally send out special editions of the newsletter in addition to the regular schedule in order to tell you about specific opportunities.

We currently use Mailchimp for collecting data and sending the newsletter. Mailchimp uses secure servers in the United States, but these are certified compliant with the EU-US Privacy Shield. To find out more about their Privacy Policy visit their website <https://mailchimp.com/legal/privacy/>

You can unsubscribe from our mailing list at any time through the Mailchimp link [here](#).

### Surveys

We will sometimes contact you with surveys, which are designed to help us to target our programme to your needs. An example would be our annual Training Needs Survey, which gathers information on your museum development needs, and your personal CPD aims. This helps us to ensure we are using our public funding to develop a programme of support based on your feedback. We never share specific information about you as an individual with any third party.

We may also use your survey submissions to contact you directly about training or networking opportunities relating to areas you have identified as a training or development priority for your organisation or your personal CPD aims.

From May 2018 we will be using Smart Survey. For further information on Smart Survey and GDPR, please see:

<https://www.smartsurvey.co.uk/privacy-policy>

#### Booking and Evaluation

If you have signed up to a workshop, event or conference with us, we use the information supplied by you to organise and run the event, including logistics, catering and access requirements. We will also use this information to request evaluation and feedback from you.

#### CiviCRM(South East Museum Development database)

CiviCRM is an open source Customer Relationship Management (CRM) system built by a community of contributors and supporters, and coordinated by the Core Team. CiviCRM is web-based software used by a diverse range of organisations, particularly not-for-profit organizations (non-profits and civic sector organizations). SEMD use it to keep a record of activity with museums so we can see what support we have given museums, follow up meetings and ensure we keep our contact information up to date. It will also be linking with our website to provide the sign up function for training and events and to send out e-newsletters. Each member of our team has their own username and password to allow access to this information.

CiviCRM released an extension to allow organisations using CiviCRM to collect and store GDPR compliant data so that we can ensure we are complying with the law. This extension will be added to our platform in May 2018.

#### Engagement tracking

We use Google Analytics to understand how our website are being used. We do this to understand what parts of our website users like more than others. We do not correlate this information to data about individual users.

#### **Who do we share your information with?**

We will not pass on or sell your information to a third party for their marketing purposes. Any information we disclose about you, other than for purposes as mentioned within this Notice, will be when required to do so by law.

As part of our contract with Arts Council England, we may share information regarding the South East Museum Development programme with their representatives. This may include names of participants at events, grant applicants and contact names for Accreditation purposes.

Specific elements of the South East Museum Development programme require us to share personal information with third parties such as trainers, consultants and other recognised sector organisations who directly support the programme. In these circumstances, when you apply for a place on a workshop or development programme we will ask your permission to pass on your personal details to the third party. They only use your data for our specified purpose and will not use it for any other reason or share it with any other organisations.

In the course of our work we use third party websites (e.g. Twitter, Smart Survey). We are not responsible for the privacy policies or practices of third party websites, but will ensure we use third party websites with clear GDPR compliance statements, and a public statement outlining their commitment to GDPR.

### Your rights

It is important to us that you receive the maximum benefit from the South East Museum Development programme and are able to participate with us, with confidence that we are treating your personal data in an appropriate, safe and confidential way.

The new law gives you certain rights and you can read these in full at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>. We are managed by a museum consortium, each of which have their own privacy policies:

Royal Pavilion & Museums

<https://www.brighton-hove.gov.uk/content/about-website/privacy-and-cookies>

Chatham Historic Dockyard Trust

<http://thedockyard.co.uk/privacy-policy/>

Hampshire Cultural Trust

<http://www.hampshireculturaltrust.org.uk/privacy-and-cookie-policy-statement>

Oxfordshire County Museums Service

<https://www2.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/aboutyourcouncil/corporateovernance/GenericPrivacyNotice.pdf>

You are entitled to see information we hold on you. This is called a Subject Access Request. You need to put your request in writing. You will also need to prove to us your identity, by supplying original or notarised ID. It is important that you prove your identity before we can send you any details. If you require this information please email Katharine Hale, Programme Liaison Officer ([katharine.hale@brighton-hove.gov.uk](mailto:katharine.hale@brighton-hove.gov.uk)).

You can also:

- Withdraw your consent by asking us to stop emailing you.
- Ask us to update our records.
- Ask us to consider a request from you to stop processing your data.
- Complain or discuss the way that we are handling your information.

For any of these requests please email one of our Museum Development Officers:

<b>Helen Derbyshire</b>	East Sussex and Surrey (Waverley, Guildford, Woking & Surrey Heath Districts)	<a href="mailto:Helen.Derbyshire@Brighton-Hove.gov.uk">Helen.Derbyshire@Brighton-Hove.gov.uk</a>
<b>Elaine Sansom</b>	West Sussex and Surrey (Elmbridge, Runnymede, Spelthorne, Mole Valley, Reigate & Banstead, Epsom & Ewell, and	<a href="mailto:Elaine.Sansom@Brighton-Hove.gov.uk">Elaine.Sansom@Brighton-Hove.gov.uk</a>

	Tandridge Districts)	
<b>Samantha Bowen</b>	Kent & Medway	<a href="mailto:Samantha.Bowen@Brighton-Hove.gov.uk">Samantha.Bowen@Brighton-Hove.gov.uk</a>
<b>Joanna Low</b>	Kent & Medway	<a href="mailto:Joanna.Low@Brighton-Hove.gov.uk">Joanna.Low@Brighton-Hove.gov.uk</a>
<b>Sarah Menary</b>	Oxfordshire & Buckinghamshire	<a href="mailto:Sarah.Menary@Oxfordshire.gov.uk">Sarah.Menary@Oxfordshire.gov.uk</a>
<b>Stephen Lowy</b>	Hampshire & Berkshire	<a href="mailto:Stephen.Lowy@hampshireculturaltrust.org.uk">Stephen.Lowy@hampshireculturaltrust.org.uk</a>
<b>Vacant</b>	Hampshire Solent	TBC

Remember that you can opt out of our mailing list at any time.

You can also seek further advice from the Information Commissioners Office, details are at <https://ico.org.uk>.