



Privacy Notice

This Privacy Notice is about the information we collect about you and what we do with it. 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. If you have any questions about this document or about your details please contact us.

Who we are

Ryedale Folk Museum
Hutton le Hole
North Yorkshire
YO62 6UA

We are a Registered Charity, and our registration number is 1145218. We are also a company limited by guarantee. Our company number is 07889200.

What information do we collect about you?

We collect the personal data that you may be required to provide as part of buying your admission pass for the Museum, for event bookings, for e-newsletter sign-ups, visitor surveys and donations.

Personal information we collect may include:

- your name, title, gender and date of birth;
- postal address, email address and phone number;
- family and spouse/partner details, relationships to other donors and/or trustees;
- current interests and activities.

We will also collect and hold information about any contact you have with us as a visitor, customer or supporter of Ryedale Folk Museum, which may consist of details of:

- ticket purchase and event registration / attendance;
- online retail purchases;
- contact preferences;
- gift information, including Direct Debit bank details where applicable;
- Gift Aid status;
- details of correspondence sent to you, or received from you;
- donor status;

- employment information and professional activities;
- where relevant, selected media coverage;
- any other information provided by yourself at the request of Ryedale Folk Museum.

What we do with your information

Depending on your relationship with Ryedale Folk Museum, and the preferences you have indicated, data we hold may be used by us to:

- Send you promotional, marketing or fundraising information by post, telephone or electronic means.
- Inform you of other products, services or events related Ryedale Folk Museum, such as exhibitions, events, or retail offers.
- News and updates about Ryedale Folk Museum and marketing or supporter e-newsletters.
- Information on our fundraising operations, including occasional targeted requests to consider giving financial support to Ryedale Folk Museum, or to ask you to consider supporting us in other ways.
- Other relevant communications based upon your relationship with Ryedale Folk Museum.
- Data screening and cleansing, to check if we have accurate contact details for you - see *How we update, screen and analyse your information* for further information.
- Send you surveys, and for market research purposes.
- Form part of the submission for Gift Aid to the HMRC.

Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an e-newsletter from us is opened and/or how many links are clicked within the message. The data from this tracking is generally used in an aggregated and anonymised form.

You can opt out of any / all of our communications at any point simply by contacting info@ryedalefolkmuseum.co.uk – or by using the Unsubscribe function on our e-mailings.

There are some donation communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This would include Direct Debit confirmations and advanced notices, thank you letters, Gift Aid confirmation letters and querying returned mail or bounced Direct Debit payments with you.

How we update, screen and analyse your information

We may review records of supporters to ensure your data is as accurate as possible. We may consult alternative sources in order undertake these checks, such as:

- Royal Mail National Change of Address database (NCOA);
- BT Operator Services Information System (OSIS);
- Reviewing employment information that you have made publicly available via social media;
- Newspaper articles, publications and company websites;
- Companies House and other company information databases;
- Charity Commission;
- Any other publicly available sources.

Where we appoint an external party to undertake a screening of information, any such arrangements will be subject to a formal agreement between Ryedale Folk Museum and that organisation, to protect the security of your data.

We may segment the information we hold about you in our database based on a proprietary score. These scores are calculated using personal data, as well as how engaged with us you have previously been, and indicators of future engagement. Analysis of this helps us understand our donors and potential donors to ensure we are efficient and that only relevant communications are sent to you.

You can opt-out of your data being utilised for data cleaning or analysis (with the aims of targeting communications with you appropriately, or finding up to date contact information in the case of gone away mail) simply by contacting info@ryedalefolkmuseum.co.uk

Who we might share your information with

We do not disclose personal data to any third parties or external organisations, other than data processors carrying out work on our behalf.

We may occasionally need to transfer your personal information overseas, for instance to our bulk email distributor, MailChimp. Where this is necessary, this may be to countries or territories around the world.

We are required to ensure any transfers of data will be done securely, in accordance with best practice, and in compliance with the Data Protection Act 1998.

Your data will never be sold or passed to any third party for any other purpose.

How we keep your information secure

We have implemented security procedures, rules and technical measures to protect the personal data that we have under our control from:

- unauthorised access;
- improper use or disclosure;
- unauthorised modification.

All our employees and data processors, who have access to, and are associated with the processing of personal data, are legally obliged to respect the confidentiality of our visitors' and supporters' personal data.

Cookies

In order to make Ryedale Folk Museum's 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.

Changes to our privacy notice

We regularly review our privacy notice, and may make changes time to time. Any changes made will be posted to this page, and will apply from the time we post them. This privacy notice was last changed on 21 May 2018.

How to contact us

If you have any comments on our privacy notice, or information we hold about you please contact us:

- by email to info@ryedalefolkmuseum.co.uk;
- or write to us at Ryedale Folk Museum, Hutton le Hole, YO62 6UA