



The Staffordshire Regiment Museum

Privacy Policy

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Here at the Staffordshire Regiment Museum we are committed to protecting and respecting your privacy.

This policy explains when and why we collect personal information about people who visit our Museum and our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

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

By leaving your personal data with us you're agreeing to be bound by this policy.

Any questions regarding this Policy and our privacy practices should be sent by email to Ms Danielle Crozier; curator@staffordshireregimentmuseum.com or by writing to us at The Staffordshire Regiment Museum, DMS Whittington, Lichfield, Staffordshire, WS14 9PY. Alternatively, you can telephone on 01543 434394.

1. Who are we?

The Staffordshire Regiment Museum is an independent charitable trust which was established in 1963 following the amalgamation of the South and North Staffordshire Regiments and their two independent museums.

Our mission is to provide a modern Museum that meets the widest range of needs and connects the public with its Army by telling the story of The Staffordshire Regiment, its forebears and successors, and their impact on world history and modern society.

2. How do we collect information from you?

We obtain information about you in a variety of ways:

- When you visit our Museum and allow us to claim gift aid on your entrance fee.
- When you complete information for the use of the research team and allow us to claim gift aid in respect of this donation.
- When you complete our visitor feedback forms and select the box to allow us to contact you regarding future news and events.
- On event and school bookings forms.
- On Entry Forms when making donations to the Museum for our archive or collection.
- When joining our volunteer team.
- For track and trace purposes in line with the governments Covid requirements for historical venues reopening in July 2020.

- When taking photos and videos within the Museum which will require specific consent. Please note photography and filming is regularly carried out in the Museum so please make staff aware upon entry if you specifically object to being captured by either medium.

3. What type of information is collected from you?

The personal information we collect might include your name, address, email address or telephone number. If you make a donation or purchase a product or service from us we have your credit card information, although payment is collected through a third party who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

4. How is your information used?

We may use your information to:

- Process a donation that you have made;
- Claim gift aid as declared by you through HMRC;
- Process orders or services that you have requested;
- Seek your views or comments on the services we provide;
- Notify you of changes to our services;
- Send you communications which you have requested and that may interest you;
- Process grant or job applications for both paid and voluntary positions.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

5. Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We may pass your information on to third party service providers, such as HMRC and other organisations, for the purposes of completing tasks and providing services to you on our behalf (for example processing Gift Aid donations and research purposes). When we use third party service providers we disclose only the personal information that is necessary to deliver the service. Please be reassured that we will not release your information to third parties to use for their own direct marketing purposes.

Third parties used by us have their own Privacy Policies and these can be accessed through them. Please see Appendix 2 for a full list of all third parties that we use.

When you are using our secure online donation pages, your donation is processed by the third party payment processor who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

6. Your choices:

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about events or news concerning the Museum please do not tick the relevant box situated on the Gift Aid form which we collect from you. We will not contact you for marketing purposes by email, phone or by mail unless you have given your consent for us to do so. You can change your mind regarding marketing preferences at any time by contacting us.

7. How you can access and update your information:

The accuracy of your information is important to us. If you wish to update or change how we contact you please let us know.

8. Security precautions in place to protect the loss, misuse or alteration of your information.

When you give us personal information we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) are kept in a locked safe within a locked office on the premises. The card machine generated slips are retained for audit purposes, are only kept for as long as is necessary and are destroyed after this.

Please refer to our retention schedule at Appendix 1 for a list of how long we retain specific types of data.

Non-sensitive details such as addresses and email details which are completed on relevant forms are kept securely and only accessed by those who need to for the purposes they have been collected.

9. Website and Cookies

We do not collect any personal data from our online users. A full website and cookie policy can be found at Appendix 2.

Review of this Policy

We keep this Policy under regular review. It was first produced in May 2018

This Policy was last updated in July 2020.

Appendix 1: GDPR Data retention schedule

Reason	Retention Period
Entry Forms	Permanent Retention
Research Forms/ Enquiry forms	Two years
Gift Aid Forms	6 years following the end of the accounting period they relate to
Booking forms for event/schools	One year retention.
Feedback Forms	6 years- these are held with Gift Aid form Data.
Volunteer Details	6 Years following departure from the museum
Staff Personnel Files	6 Years following departure from the museum. Pension records will be kept until the person has reached 75 years.
Photos and Videos of specific individuals	6 Years. Please note photography and filming is regularly carried out in the museum. Please make staff aware upon entry if you specifically object to being captured by either medium.
Track and trace documentation for procedures in line with Covid 19.	These will be kept for no longer than 30 days in accordance with government guidelines.

Appendix 2: List of Third Parties

Below is a list of companies and services we use to assist us with our core operations.

Please contact them if you would like information on how they manage your privacy.

Company	Why we use them	Their contact details
Silver Wolf Design	For our internet and email services	http://www.silverwolfdesign.co.uk/
Dains Accountants	Accounting and Payroll services	https://www.dains.com/
Mencap	DBS Certificates	https://www.mencap.org.uk/
Virgin Money	Online Donations	https://uk.virginmoneygiving.com/donation-web/charity?charityId=1016752&utm_source=extbtn&utm_campaign=donatebtn
Peninsula Business Services	HR Services	https://www.peninsulagrouplimited.com/
HMRC	Statutory Requirements, VAT and Gift Aid Claims	https://www.gov.uk/government/organisations/hm-revenue-customs

Appendix 3: Website and Cookie Policy.

1. Overview

The Staffordshire Regiment Museum is committed to preserving the privacy of all visitors to www.staffordshireregimentmuseum.com and to protecting any personal information that you may provide to us. In particular, we believe it is important for you to know how we treat information about you that we may receive from this website. Please read the following Privacy Policy to understand how we use and protect the information that you provide to us or how we may use and protect it in the future.

By using this site, you consent to the collection and use of your information under the terms of this policy.

2. Information We Collect

When someone visits www.staffordshireregimentmuseum.com we collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website. We will not associate any data gathered from this site with any personally identifying information from any source. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

3. Use of Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. If you do not know what cookies are, or how to control or

delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance. Currently we operate an 'opt in or out' policy which means that cookies are not used until you give consent. If you are not happy, then you should either not use this site; select 'decline'; delete The Staffordshire Regiment Museum cookies having visited the site or browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.).

Analytics tool. We use a web analytics tool (Google Analytics, which is a persistent cookie) to analyse site usage, how our users arrive at our site, what they do on the site, what browser they are using etc. However, this analytics data (collected via coding embedded in the pages of our site) is not tied to personally identifiable information. If you require specific information about Google's position on privacy as regards its analytics service at <http://www.google.co.uk/intl/en/analytics/privacyoverview.html>.

Session cookies. Occasionally we use popup boxes to display additional information (for example, a special event or a change to museum opening hours). To facilitate this we use session cookies (which are temporary and are erased when you close your browser at the end of your surfing session). These cookies merely note that you have viewed the popup box and ensure that the box does not display any further during your site visit.

Social buttons. On many of the pages of the site you will see 'social buttons'. These enable users to share or bookmark the web pages. There are buttons for: Twitter 'Follow Us' and Facebook 'Like'. In order to implement these buttons, and connect them to the relevant social networks and external sites, there are scripts from domains outside of The Staffordshire Regiment Museum. You should be aware that these sites are likely to be collecting information about what you are doing all around the internet, including on The Staffordshire Regiment Museum's site. So if you click on any of these buttons, these sites will be registering that action and may use that information. In some cases these sites will be registering the fact that you are visiting The Staffordshire Regiment Museum, and the specific pages you are on, even if you don't click on the button if you are logged into their services. You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

External web services. We use YouTube on our web pages to show videos. As with the social buttons we cannot prevent this site, or external domains, from collecting information on your

usage of embedded content. If you are not logged in to these external services then they will not know who you are but are likely to gather anonymous usage information e.g. number of views, plays, loads etc. To find out more please visit YouTube's embedding videos information page.

Links to other websites. This Privacy Policy does not cover the links within this site linking to other websites, for example, we provide a link to Virgin Money. We encourage you to read the privacy statements on any other websites you visit.

4. Our Disclosure of Your Information

We do not sell, rent or provide any personally identifiable information about you to any third party. Unfortunately, due to the existing regulatory environment we cannot ensure that any personally identifiable information will never be disclosed in ways not otherwise described in this Privacy Policy. By way of example (without limiting the foregoing), we may be forced to disclose information to HM Government or third parties under certain circumstances or third parties may unlawfully intercept or access transmissions or private communications. We can (and you authorise us to) disclose any information about you to law enforcement or other government officials as we, in our sole discretion, believe necessary or appropriate in connection with an investigation of fraud, Intellectual Property Rights infringements or other activity that is illegal or may expose us to legal liability. From time to time we use third party Suppliers and Service Providers to facilitate our services. Where any Service Provider collects information directly from you, you will be notified of the involvement of the Supplier or Service Provider and all information disclosures you make will be strictly optional.

5. Other Information Collectors

Except as otherwise expressly discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. To the extent that you disclose your information to other parties, different rules may apply to their use or disclosure of the personal information you disclose to them.

6. Security

On The Staffordshire Regiment Museum site we use best endeavour to safeguard the confidentiality of your information but we do not use encryption (such as SSL) or firewalls to further protect the information as it travels across the Internet. This is because we do not believe that the personal information that we collect warrants such measures. You should be aware that "perfect security" does not exist on the Internet.

7. Changes to Privacy Policy

We keep our Privacy Policy under regular review.

If we are going to collect and use your information in a manner different from that stated at the time of collection we will make any changes to this Privacy Policy and post them to our site to allow you to decide whether you continue to use the site. If you continue to use the site and services it is assumed that you accept such changes. If you do not accept such changes then you should stop using www.staffordshireregimentmuseum.com.