

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.