

Privacy Statement

Introduction

In accordance with our data protection policy, this privacy statement explains how we use your data, how you can control the way in which we use that data and what actions you can take if you would like to change the way in which your data is being used.

Who are we?

We are the Friends of the Geffrye Museum, a registered charity

Why do we need your information and whose data do we collect?

We are membership organisation which exists to promote and support the Geffrye Museum, an internationally renowned museum about the home which aims to enrich people's lives and inspire an understanding of home and home life, both past and present. To do this well we need to know about the people who interact with us.

We hold data on people who do, or might do, the following:

- become a member of the Friends of the Geffrye Museum
- take part in our programme of events and activities,
- support the Friends of the Geffrye Museum financially and in other ways,
- subscribe to our newsletters or sign-up to receive regular updates

How we obtain your data

From you

The majority of the information we hold about you will have been provided directly by you when you have taken part in one of more of the activities outlined above.

From someone other than you

We may receive information from someone who buys a membership or books an event on your behalf.

What we do with your data

The core activities we carry out with your data enable us to:

- send information to you about the Friends of the Geffrye and your membership,
- provide tickets for events,
- administer donations,
- administer your membership
- build financial and volunteer support for the friends of the Geffrye Museum through various fundraising and marketing activities,
- promote the aims and objectives of the Friends of the Geffrye Museum through any other activities not specifically mentioned.

What information we collect

We collect the following classes of information:

- Name(s) and address, email, phone number(s) and other relevant contact details and preferences
- Use of social media relating to the Friends of the Geffrye (e.g. following our Twitter feed)
- Records of donations
- Information about our relationship with you, correspondence, meeting notes, attendance at events etc.
- Occupation, skills and professional activity, network(s) and interests where relevant to our needs
- - Demographic, professional information and interests where these are relevant to our needs

Profiling

Although we do not currently do this, we may in future use your data to group together people who have behaved, or might behave in similar ways. For example, we might find that people who had been to certain events were likely to come to similar events. If this was the case then we might "tag" your record to remind us to include you in invitations to similar events or to assess the likelihood that you might come to another type of event. We might carry out similar processes to help us organise our fundraising.

You have a specific right to ask us not to do this. If you would prefer us not to, then please contact us using any of the contact details below.

Protecting your data

We keep your data secure in our database with appropriate security mechanisms in place.

In principle we do not share your data with anyone else or any other organisation unless it is necessary for the purpose for which you have given us the data or described in this notice. Examples are given below:

- We will provide information to HMRC on Gift Aided donations since we have a legal obligation to provide this information.
- - Basic information on event participants may be shared with the Museum or people helping organise events, if necessary.
- We may pass data to other organisations, known as Data Processors, to provide specific services to us. An example would be providing data to a mailing house in order to send a newsletter. A contract is always in place with a Data Processor, and they are not allowed to do anything with your data other than that which we have requested. In these cases we never lose legal control of your data.
- - If you have consented, your data may be shared with the Geffrye Museum of the Home.

Our responsibilities

The law requires us to tell you the legal basis upon which we process your data.

- , The law allows us to process your data if it is in our legitimate interest to do so. We may only do so if we can demonstrate a business need, and so long as your “interests or your fundamental rights and freedoms are not overriding”. Practically speaking this means we carry out an exercise to check that we will not cause you harm by processing your data, that the processing is not overly intrusive and that we will only do so in a way which is described in this privacy notice.
- Other activities are carried out to fulfil a contract or agreement. Examples include the purchase of a ticket or membership. If a contract is in place then we will process your data based on that contract.
- In some circumstances the law requires us to disclose information to another party. An example is the reclaim of tax on Gift Aid. If you Gift Aid a donation, then we are required to tell HMRC the name and postcode of the donor and the date(s) and amount(s) of any such donation.
- Some activities require your consent. If the law requires your consent to process data in a certain way then we will obtain it before carrying out that activity.

How long do we keep your data?

We will keep data for as long as is needed to complete the task for which it was collected. Relationships between members and the Friends of the Geffrye are often long term ones, and so we expect to keep your data for as long as that relationship exists, or until we no longer need it.

Your rights

You have a variety of rights about the way we process your data. These are as follows:

- Where our use of your data requires consent, you may withdraw this consent at any time.
- Where we rely on our legitimate interest to process data, you may ask us to stop doing so.
- You may request a copy of the data we hold about you.
- If we are carrying out profiling, you may ask us not to do so.
- You may change or stop the way in which we communicate with you or process data about you, and if it is not required for the purpose you provided it, then we will do so. Activities like processing Gift Aid donations or holding a collection item that you have loaned or given us may mean we cannot entirely stop processing your data. We will always endeavour to comply with such a request, however.
- If you are not satisfied with the way we have processed your data then you can complain to the Office of the Information Commissioner.

Contacting us

If you have any questions about this privacy notice, about the way in which we process your data, or if you wish to change the way we use your data, including how we communicate with you, then please email Info@fotgm.org or write to Data Protection Officer, PO Box 73315, London W5 9PP,