

Data Privacy Statement

In line with the United Kingdom General Data Protection Regulation (UK GDPR), Museum Development Midlands takes your privacy very seriously and will ensure that your personal data is kept safe and secure. Below we have laid out how we obtain, store and use your personal information.

Firstly, here is a summary of what you need to know

- We are Museum Development Midlands (MDM), this is an initiative jointly managed by The Ironbridge Gorge Museum Trust Limited (IGMT) and Leicestershire County Council (LCC)
- Your personal information is held by IGMT
- IGMT only shares and processes information with LCC for MDM purposes . LCC will be processing the information for the purpose of running events effectively, contacting museums with opportunities, reporting to Arts Council England and managing grants
- We don't share your personal information with any third parties for their own marketing purposes
- When booking on an event, applying for a grant or signing up to a network or a project we collect basic information, such as name, email address, job role and organisation name. We record which events you attend, which grants you apply for on behalf of your organisation (and the results of those applications) and which projects you participate in.
- We use this information to arrange for your participation at events, to monitor and evaluate our programme and to keep you informed of upcoming activities such as grants, projects and other events
- If you have expressed interest in specific aspects of our work, we keep your contact details and information about your areas of interest
- If you have given us your consent, we will send you emails about all aspects of our work, including training events, grants, projects, networks and sector news
- We use external companies to help us send you emails to help make our marketing more efficient. We also use companies to run our IT systems and websites. Whilst we pass on your details to these companies, they only use your information for our purposes and they never share it with anyone else. These organisations are called data processors, and they will also respect your data and keep it safe
- We have systems in place to ensure that your information is safe in our hands
- On the occasions when our processing of your personal data relies on your consent, you can withdraw this consent at any time. You can also update your details or ask us to provide you with all the information we hold on you. To do this just email data.protection@ironbridge.org.uk or call 01952 435900 and ask for Museum Development.

And here is our Full Data Privacy Statement

Who are we?

We are Museum Development Midlands (MDM), this is an initiative jointly managed by The Ironbridge Gorge Museum Trust Limited (IGMT) and Leicestershire County Council (LCC). For the purposes of processing personal data, IGMT is the Data Controller and LCC is the Data Processor.

IGMT has data processing agreements with LCC and Arts Council England (ACE). With funding from ACE, MDM provides support and advice to Accredited museums in the Midlands region through:

- Training opportunities
- Grants
- Events
- Networking opportunities
- Dissemination of information and advice from third party sector partners

You can contact us during office hours on 01952 435900 asking for the Museum Development Midlands or email data.protection@ironbridge.org.uk

Why are we allowed to process your Personal Data?

- We are allowed to process your Personal Data if we have a contract with you, for example if you have made a booking for an event
- If you are a supplier we have a contract with you
- You have consented for us to send you marketing materials

What Personal Data do we collect?

- We process the Personal Data of people who have booked training, project places and made grant applications this includes:
 - Name
 - Job role and organisation
 - Contact details (including email addresses)
 - Access requirements
 - Dietary information (for in person events)
 - Mobile phone numbers (for in person events)
 - Attendance at events
 - Photographs and/or videos
 - Grant Applications and the results there of
- We collect your name and email address if you sign up to our newsletter
- If you contact us directly we will record your name, email address, job title and organisation

What do we use the information for?

- We use this information to arrange for your participation at events, to monitor and evaluate our programme and to keep you informed of upcoming activities such as grants, projects and other events
- If you have given us permission to email you, we use your email address to send you details about different events and activities that you might be interested in
- We record which aspects of our work we think you will be interested in, so we can send you relevant information

Data retention

- Personal details including email address will be reviewed no more than two years after the end of any previous Museum Development programme funding period
- Records with no activity in the current Museum Development programme funding period will be anonymised if they have participated in the previous programme or deleted if they have not participated in programme
- Special Category Data such as access and dietary requirements are collected via our event booking system. These details are archived after the completion of the event and permanently deleted after six months. Any email or electronic files relating to individual access/dietary requirements/mobile phone numbers are deleted 2 weeks after the event.
- Grant applications will be kept as required by the terms and conditions from the grant provider (usually seven years)
- Photographs and videos will be kept for five years plus the current year

Who do we share this information with?

- We do not sell, rent or share your Personal Data with any third parties for their marketing purposes.
- As part of our contract with ACE we may share information regarding the MDM programme with representatives from ACE. This may include names of participants at events, grant applicants and contact names for Accreditation purposes.
- Specific elements of the MDM programme require us to share personal information with third parties such as trainers, consultants and other sector organisations who directly support the programme. In these circumstances we will obtain a 'Third Party Data Processor Agreement' to ensure that our partners are looking after your Personal Data in a safe and compliant manner. They will only use your data for IGMT's specified purpose and will not share this data with anyone else.
- We will only share your Personal Data with processors outside of the EU if we are satisfied that adequate safeguards are in place to keep your Personal Data Safe

They include

- MailChimp who send emails to all our subscriber list on our behalf. When they do this we gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletter

- Online survey companies who run the software for surveys we carry out including post-event evaluation and longitudinal evaluation including SmartSurvey
- Different research companies who analyse our database for us and provide market research information to help evaluate our programme
- Delivery partners for training and projects
- Eventbrite who host our events booking
- ICARIS who host our CRM database
- Companies that operate our IT systems and website.

All of the above will only use your Personal Data for our purposes, they will not use it for any other reason or share it with any other organisations.

We will share your personal details with a relevant authority if required to do so by law

Your rights

- You are entitled to see information we hold on you. Under UK GDPR this is called a Subject Access Request. You can ask for this information by any means, but we suggest that you call or email MDM on the contact details below. You will need to prove to us your identity, by supplying original or notarised photo ID. It is important that you prove your identity before we can send you any details. We will respond within one calendar month
- If you require this information, please call MDM on 01952 435900 or email data.protection@ironbridge.org.uk
- You can ask us to stop writing to you at any time, please email your request to data.protection@ironbridge.org.uk
- You can ask us to update your records at any time, please email your request to data.protection@ironbridge.org.uk
- We will also consider a request from you to stop processing your Personal Data, however we may decide that it is essential for us to keep processing your data. If you want us to stop processing your data, please write to us explaining why by emailing data.protection@ironbridge.org.uk
- Should you wish to complain or discuss the way that we are handling your Personal Data, please contact data.protection@ironbridge.org.uk
- You can also seek further advice from the Information Commissioners Office ICO, details can be found at <https://ico.org.uk/>

We review this policy on a regular basis. It was last reviewed February 2024