

Data Protection Policy

Museum of Carpet
Stour Vale Mill
Green Street
Kidderminster
DY10 1Z

Charity No. 1163401

This policy applies to the Museum of Carpet website, our use of emails for marketing purposes, and any other methods we use for collecting information. It covers what we collect and why, what we do with the information and what rights you have.

What information do we collect and why?

We will only ever collect the information we need – including data that will be useful to help improve our services. We collect personal information such as name, postal address, phone number, email address and information about your interests. This information is collected in connection with specific activities, such as archive enquiries, feedback, donations, competition entries, etc. The information is either needed to fulfil your request or to enable us to provide you with a more personalised service.

What do we do with the information?

We will use the information you provide to:

- fulfil your requests – donations, competition entries, collection enquiries
- process sales transactions, donations, or other payments and verify financial transactions
- identify visitors, volunteers and contributors
- handle orders, deliver products and communicate with you about orders
- record any contact we have with you
- to carry out research on the demographics, interests and behaviour of our users and supporters to help us gain a better understanding of them and to enable us to improve our service. This research may be carried out internally by our employees or volunteers or we may ask another company to do this work for us.
- Communicate with our supporters and customers
- if you have agreed to it, provide you with information that we think may be of interest to you

The Museum of Carpet has an opt in communications policy.

This means that we only send marketing information to people who have specifically said that they agree to us doing this, and we will only do so in the way(s) they have agreed to. Marketing information covers information about events, exhibitions, workshops, lectures, and all the other work we do.

If you want to receive this information but haven't opted in, you can do so by emailing enquiries@museumofcarpet.org.uk or by calling 01562 69028.

If you have already opted in but no longer wish to receive marketing information from us you can opt out by emailing enquiries@museumofcarpet.org.uk or by calling 01562 69028.

Sharing your information

We will only share your information if

- We are legally required to do so, e.g. by a law enforcement agency legitimately exercising a power or if compelled by an order of the Court
- We believe it is necessary to protect or defend our rights, property or the personal safety of our people or visitors to our premises or websites
- We are working with a carefully-selected partner that is carrying out work on our behalf. These partners may include mailing houses, marketing agencies, IT specialists and research firms. The kind of work we may ask them to do includes processing, packaging, mailing and delivering purchases, answering questions about products or services, sending postal mail, emails and text messages, carrying out research or analysis and processing card payments. We only choose partners we can trust. We will only pass personal data to them if they have signed a contract that requires them to:
 - abide by the requirements of the Data Protection Act
 - treat your information as carefully as we would
 - only use the information for the purposes it was supplied (and not for their own purposes or the purposes of any other organisation)
 - allow Us to carry out checks to ensure they are doing all these things.

Storing your information

Information is stored by us on computers located in the UK. We may transfer the information to other reputable third party organisation as explained above. We may also store information in paper files.

We place a great importance on the security of all personally identifiable information associated with our supporters, customers and users. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under our control. For example, only authorised personnel are authorised to access user information. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under our control, we use our best efforts to try to prevent this.

Unfortunately, the transmission of data across the internet is not completely secure and whilst we do our best to try to protect the security of your information we cannot ensure or guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred.

We will retain your information for a maximum of 4 years, after which it will be deleted or we will contact you to request an extension. We will only keep your information only for as long as we need it to provide you with the goods, services or information you have required, to comply with the law, or to ensure we do not communicate with people that have asked us not to. When we no longer need your information we will always dispose of it securely.

We never sell or share your information to other organisations to use for their own purposes.

Your rights

The Data Protection Act gives you certain rights over your data and how we use it. These include:

- the right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- the right to prevent your data being used for direct marketing
- the right of access to a copy of the information we hold about you (known as a subject access request)
- the right to withdraw consent to us keeping your data

The Museum of Carpet is not a 'public authority' as defined under the Freedom of Information Act and we will not therefore respond to requests for information made under this Act; using the funds generously donated to us by our supporters for such activities is not in accordance with our charitable purposes.

We regularly review our privacy policy and make changes from time to time.

If you have any questions about this policy please email enquiries@museumofcarpet.org.uk