

Privacy Policy and Procedure

Date on which this policy was approved by governing body: **24 April 2025**

Plan review procedure:

The Policy will be reviewed at least annually in April each year.

Date at which this policy is due for review: **April 2026**

Aim

Amersham Museum aims to comply with the Data Protection Act (DPA) 1998 and the General Data Protection Regulations (GDPR) 2018.

Data Collection

The museum collects personal data from staff, volunteers, Friends of the Museum, donors, people participating in events and activities (both to join the activity and to evaluate it). Their data is gathered in different ways, for different purposes (see appendix 1: data audit).

The museum will ensure that personal information is only used for the purposes stated when the information is provided. If an individual would like to be contacted about other museum activities, they are asked to complete a consent statement.

Data Storage: Security

All data is kept securely, with limited access, either in locked cabinets or secure folders, on our server or a GDPR compliant server. Your information will be kept for the minimum amount of time before it is disposed of securely. Access to the museum's mailing list is password protected with the file containing the passwords contained within a secure folder.

Data Storage: Time

All data is kept for a reasonable amount of time, in relation to its uses:

- Staff records are kept for one year after a member of staff has left
- Volunteer records are kept for one year after a volunteer has left
- Information related to Gift Aid returns must be kept for six years after the return is made
- Personal details related to donations to the museum's collection are held indefinitely
- Personal details relating to joining a club or activity are deleted once the activity is completed
- Personal details relating to Friends of the Museum are only held during membership; if someone does not renew their membership their details are removed and deleted
- Evaluation forms are kept for two years after completion and then destroyed

Amersham Museum Limited

49 High Street, Old Amersham, Bucks HP7 0DP

01494 723700, info@AmershamMuseum.org www.AmershamMuseum.org

Consent

Where it is necessary to obtain consent to contact people – primarily in relation to promoting the museum's activities – a consent form must be completed. The consent form will be accompanied by a short privacy statement, which will detail the following:

- information about the museum including address and charity number
- what data the museum collects
- what happens to data, how it is stored and kept secure
- cookies on the website,
- how to ask for a 'subject access request'
- how the policy is updated, the date of the last update
- how to get in touch and where the policy is available.

When personal data is used to contact people – primarily through our mailing list to promote activities – the option to opt out of being contacted will always be given.

Storage of Consent Information

All consent information will be recorded on an excel spreadsheet, which is in a password protected folder on the museum server. Only the director, learning officer, collections manager and trustees have access to the folder. Any paper versions of the consent form will be destroyed. The spreadsheet will also record the date that the information was collected and the place where the information was completed.

Subject Access Requests

The museum will respond to any Subject Access Requests within two weeks of application. Applications can be made in writing to the Director or by email to info@amershammuseum.org The museum will provide information on what data is held on that individual, how that data is used and the source of the data.

Review and Update

This policy will be reviewed once a year, every April. It will be reviewed by the director and presented to the board of trustees for approval. This policy is due for approval in April 2026.

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Data Audit

Background

In order to write a privacy policy and consent statement it was necessary to assess the ways in which we collect, hold and use data. This audit was first completed by Emily Toettcher in March, April and May 2018, with updates in March 2021, January 2024, and April 20205.

What do we hold?	Why do we collect it?	How do we collect it?	Where do we hold it?	What do we do with it?
Staff personal details (appraisals, address, DBS, emergency contact)	For employment purposes, for safety of staff	Provided by employee, sent by email	On server in password protected folders, only accessible to the director.	For reference only
Job applicant details: application form and person contact information	For recruitment process	Sent by email	On server in password protected folders, only accessible to the director.	Nothing
Volunteer details: address, phone number and email address	For recruitment (includes references), contacts in event of an emergency	Provided on volunteer form, sent by email	Email applications saved in folder only accessible by director. All volunteer details and emergency contact information are saved in the directory on the Three Rings password protected software. Nick Gammage, the company secretary also keeps a list of all trustee details and some volunteer contact numbers. All volunteers recorded as part of the team were contacted in January/February 2025, and a number removed from our records who were no longer volunteering.	Contact details of volunteers are used to contact them (by email or phone) for volunteer related matters.

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Email addresses provided for museum mailing list	Email addresses submitted by people who would like to be added to the mailing list.	People sign up via the museum website or people ask to be added to the mailing list in the museum, or people ask to be added to the mailing list via a feedback card or evaluation form in the museum or at an external event.	It is only held on the mailing list on the Mailchimp website	People are sent mailings, around once a month, about museum events and activities. There is an option to be removed from the list each time the mailing is sent
Friends of the museum contact details: address, phone and email address	To contact the Friends about events, activities and updates about the museum.	Friends provide their details on the Friends application form, either in hard copy or a pdf available to download from the website.	The forms are sent to the secretary of the Friends, Jill Mace. She holds them on a PC at home. The Friends names (only) are given back to the museum and kept at the reception desk in case a Friend visits and doesn't have their card.	The Friends are emailed about museum events and activities and Friends events.
Details for people who	To take payment and	Via the WooComm	On the WooCommerce ticketing software on the	We use it to contact ticket holders to provide

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have bought a ticket for an event	provide them with details of the event	erice part of the museum's website	museum's website (password protected)	information about the event, to check their attendance and to process their payment (or make refunds if necessary).
Evaluation forms: this includes equal opportunities information but not personal data.	To evaluate the museum experience.	Hard copy forms are completed which are then analysed using Excel spreadsheets or online forms saved in the museum's server.	The forms are kept in hard copy in the museum office until the data is entered into an online form.	We use the overall results to inform our strategy and sometimes this is used to support fundraising applications.
Evaluation cards: this includes the opportunity to provide your email address to be added to the mailing list.	To evaluate the museum experience.	Hard copy cards are completed which are then kept in the office. Emails are added to the Mailchimp mailing list.	The forms are kept in hard copy until the email addresses, where provided, are added to the Mailchimp mailing list.	We use the overall results to inform our strategy and sometimes this is used to support fundraising applications.
Personal information of people who were born at Shardeloes	To be included in a list of babies born at Shardeloes.	Some people have contacted the museum when visiting or by phone or	Their information is kept in on a Mailchimp mailing list.	The 'babies' are only contacted about information related to their experience at Shardeloes.

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		email. Others have emailed via the website		
Personal information for donors of objects/photos/documents/books/maps that have been gifted to the museum.	To provide a provenance for items in the collection.	The information is written on object entry forms and then put on to the collections management system, Modes.	The object entry forms are stored in files in the office and Modes is held on the server. Occasionally letters are written by the Collections Manager or Director and requesting the completion of object entry forms.	Occasionally it is necessary to contact a donor about the object. Donors are not contacted for any other reason.
200 Club information	To provide personal details to become a member of the club, including bank details in some cases.	Forms are completed and then emailed or posted to the museum.	The information is transferred to an .xls spreadsheet by the volunteer book keeper which is kept at their home. The hard copy forms are also retained there.	The information is used to sign people up to the club and then to contact them if they win a prize. They are reminded about an annual renewal.
Donors, who gave fundraising support to our capital project 2016-2017.	Personal details (address, email, phone) provided by donors enabling their donation to be acknowledged. Some also agreed to Gift Aid for their donation so their personal information	Most of the donors completed a paper form which was kept by the Treasurer (at his home). Some people donated via a crowdfundi	The information was taken off the paper and is kept on an excel spreadsheet on the server; it has limited access (director only). The original paper forms are held by the treasurer.	We used the information only to contact donors about the capital project, which has now finished.

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	was also necessary for this.	ng website so their data was gathered online.		
Gift Aid information which includes personal details (address, phone, email). Gift aid is made on Friends membership and for donations via the capital project. Future donations could also be gift aided.	Personal details are necessary in order to make the Gift Aid return.	Their details were either provided on paper forms (when making a donation), on the Friends application form, or via the crowdfunding website.	The information for donors who Gift Aid is kept by the Book keeper and Treasurer (on paper form), and the information is on an excel spreadsheet on the museum server, and the Friends information is held by the Friends secretary on her pc.	It is only used for the Gift Aid return.
Reminiscence group members' phone numbers	Phone numbers of members of our two monthly reminiscence groups so we contact them to remind them of sessions/inform them of cancellations	The numbers were given verbally by the members.	The numbers are kept on a spreadsheet on the pc and by Jane Barnes who coordinates the groups on paper at home.	The numbers are used only to contact members about the group.
Chiltern Club of Arts Juniors/Art Club/Young Curators personal details,	The information has to be kept because the children are	Information was provided either via a form sent	The details are kept on a spreadsheet on the museum server which has limited access.	The members are only contacted about arts club related activities or Young Curators activities.

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including address and contact details of the parent/carer (phone and email), allergy advice.	left with museum staff during sessions.	by email or by completing an online form.		
Website and Google Analytics	Website used to find out information and there are forms to be completed and people can sign up to our mailing list. Cookies are used to track information about website users.	By accessing the site cookies can then collect data. People can enter data on forms on the site.	Google analytics hold that data on their server. Website forms are collected via forms. The cookie files transfer data to your computer's hard drive or browser.	Website users are alerted that there are cookies on the site. There is a long statement about cookies within the website (scroll to bottom of page to find it).

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Privacy Notice

Amersham Museum is a local history museum situated in Amersham, Buckinghamshire. The museum is open five days a week for 10 months a year and runs a wide-ranging programme of arts and cultural activities, both in the museum and in the community, throughout the year.

The museum is a registered charity (288865) and a company limited by guarantee (1790935). Its registered address is 49 High Street, Amersham, HP7 0DP.

Collection of Personal Information and How it is Used

The museum collects personal data from staff, volunteers, Friends of the Museum, donors, people participating in events and activities (both to join the activity and to evaluate it). Your data is gathered in different ways, for different purposes (see privacy policy for full details).

The museum will ensure that personal information is only used for the purposes stated when the information is provided. If an individual would like to be contacted about other museum activities they are asked to complete a consent statement.

Your personal information is used only in accordance with the law and data protection regulations. Amersham Museum does not buy, sell or share personal information with third parties for the purposes of marketing.

Storage of Personal Information

All data is kept securely, with limited access, either in locked cabinets or secure folders, on our server or a GDPR compliant server. Your information will be kept for the minimum amount of time before it is disposed of securely.

Subject Access Requests

The museum will respond to any Subject Access Requests within two weeks of application. Applications can be made in writing to the Director or by email to info@amershammuseum.org. The museum will provide information on what data is held on that individual, how that data is used and the source of the data.

Updates and Changes

This notice was first agreed in April 2018, alongside a new privacy policy. It is reviewed annually by the board of trustees and updated to take account of changes to regulation or legislation or within the museum.

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For further details about how we are complying with the new data protection legislation, including a full copy of our privacy policy please go to <https://amershammuseum.org/visit/about-the-museum>. You can contact us at any time by emailing info@amershammuseum.org or calling 01494 723700.

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Consent Statement for Amersham Museum

To comply with new legislation, we need your explicit permission to contact you. To avoid missing updates about the museum's news, events and activities please complete and return this form.

Please tick the following to indicate how you would like Amersham Museum to contact you:

☐ Email at this address: _____

☐ Post at this address: _____

Signed

Date:

You can update your preferences at any time by emailing info@amershammuseum.org or calling 01494 723700.

We promise to keep your personal details safe and we will never sell them. For further details about how we are complying with the new data protection legislation, please read the attached privacy notice. For a full copy of our privacy policy please go to <https://amershammuseum.org/visit/about-the-museum/>

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