



## **Pollock's Toy Museum - Privacy policy**

Pollock's Toy Museum is a collection of over 7000 objects, mostly toys from the Victorian period, open to the public 6 days a week. We run workshops, events and work with schools to run school visits and trips.

### 1. Information we collect from you

You give us your information in a variety of different ways via third party platforms we use. All these platforms are reputable, GDPR compliant and widely recognised as professional and secure. We currently use the following third party platforms:

*Mailchimp: for our mailing list*

*Livelt Ticketing: for online bookings for Museum tickets*

*Stripe/Paypal: For taking payments on Livelt*

*Wix Payments/Paypal: For online shop orders*

*Gmail: For receiving and sending emails*

You provide your information across these platforms when you buy a ticket, make a purchase from our online shop, buy something on our

website, sign up for one of our events, update your preferences/interests on our website or email newsletter system, make a donation or communicate with us. We also keep your details when you sign up to receive email newsletters from us.

If you make a purchase, sign up for an event or give a donation we usually collect your name, contact details and your bank or credit card information (if making a transaction). Livelt, Wix Payments and Stripe maintain a record of your transaction history in line with their own policy, but do not store your card number (except the last four digits which we may need to help identify transactions).

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket. Mailchimp provides these reports for us in line with their own GDPR regulated policy and procedure.

## 2. Information we collect from others

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our audiences, visitors and supporters to improve our fundraising and marketing methods. These sources include Social Media, which we use to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see promoted posts or adverts from us on social media that we produce using Facebook Marketing. For information about Facebook's privacy policy and how they target you please look here: [www.facebook.com/policy.php](http://www.facebook.com/policy.php)

Depending on your settings or the privacy policies of social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (like Pollock's Toy Museum) permission to access information from those accounts or services.

### 3. Information we collect during your visit to the Pollock's Toy Museum website (or "Cookies")

Like most websites, we receive and store certain details whenever you use the Pollock's Toy Museum website. We use Wix as our website builder and their website explains how they use "cookies" to help us make the platform better and secure. Read more here:

<https://support.wix.com/en/article/cookies-and-your-wix-site>

Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in.

#### Cookies

What kind of cookies do we use?

#### Session cookies

We use a session cookie to remember your log-in details and, for example, what you've put in your online shopping basket. These we deem strictly necessary to the working of the website. If these are disabled then various functionalities of the website will not work.

Session cookies from our newsletter signup form (provided by Wix) also determine whether or not we show you our pop-up newsletter sign-up

option – this is set not to display to returning users in order to improve the user experience..

### Cookies for Site Analytics and Performance

We use Google Analytics as our main tool to understand how our site is being used in order to improve the user experience.

Within Google Analytics, we also record basic anonymous transactional data (e.g. order value, products purchased) so we can effectively evaluate the performance of our digital marketing.

You can check out Google's Privacy Policy [here](#).

Our online shop ([www.pollockstoymuseum.co.uk/museumshop](http://www.pollockstoymuseum.co.uk/museumshop)) is powered by Wix. Wix uses its own cookies to record anonymous data in order to monitor the site's performance. For more information on Wix's privacy policy, please click [here](#).

### 4. How we keep your data safe.

Your data is always held securely on the third party platforms listed above. We have chosen them because they are widely used and reputable platforms with their own privacy policies and are GDPR compliant. Access to customer information is controlled by the Pollock's Toy Museum managers. If reports of any kind are downloaded from the platforms listed above for administrative use they are held on a single computer and deleted once the desired information is collected (for example if we download a guest list for an event).

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

Any information held on children and vulnerable adults is secured so that only staff who have been through an enhanced DBS clearance check who need to use it for work can access it. This is currently the managers. We will only share information about concerns with agencies who need to know, and would involve parents and/or carers as appropriate in line with our safeguarding policy.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

You have the right to have the right to be forgotten and we will delete all data held on you (unless we are legally bound to keep it).

What we use your personal information for and why

1. What we use your personal information for

We use your personal information to manage your interactions with us: in personal visits to Pollock's Toy Museum, in visiting our website, or in communicating with us (including to make purchases, give gifts or memberships, or donating).

We aim to be clear when we collect your data and not to do anything with it that you would not reasonably expect. We set out our reasons for what we do below.

2. Why we use your personal information

Fulfilment of a contract

When you make a transaction with Pollock's Toy Museum we may need to make contact with you to fulfil the contract in relation to that contract. This includes the following:

- Purchasing a ticket online – we will email you about your booking, including ticket confirmation and in the event of cancellation.

## Your Legitimate Interests or those of Pollock's Toy Museum

We may contact you about things which we feel are of interest to you or which, based on what we know about you, are in the interests of our charitable objectives to let you know about. This will from time to time include marketing and fundraising, but at any stage you can tell us that you do not wish to receive such information and we will stop contacting you with it.

Such a legitimate interest will constitute a lawful ground for contacting you about our services and activities, subject to your rights and any applicable e-privacy rules on electronic communications. Some examples are:

- If you purchase a ticket to an exhibition then marketing other similar exhibitions to you would be a legitimate interest
- If you purchase a ticket to an exhibition or event, under a legitimate interest we may email you a short online survey allowing you to give us your feedback. These surveys are completely voluntary, the data collected is anonymous and the results are regularly used to assess our charitable objectives.
- If you make a purchase from the shop online then marketing other shop products to you would be a legitimate interest
- If you have previously supported an appeal for funding then other appeals would be a legitimate interest
- If you are a frequent ticket buyer then marketing membership to you would be a legitimate interest

- We consider the other fundraising activities set out further below (in the section "Fundraising") likewise to be a legitimate interest

We reserve the right to bring other legitimate interests to your attention in the future. Broadly, however, any reasonable activity designed to promote Pollock's Toy Museum objectives – including offers, promotions, marketing and fundraising activity, and due diligence about our donors – would be a legitimate interest, provided it is carried out lawfully and fairly..

If you have opted out of marketing communications, we may still need to get in touch with you. For example we may email you to give you important information about the events you've booked or to tell you about any changes to those events; or to confirm details of purchases made.

We will give you the opportunity to opt out, at any time, from any marketing or fundraising email, postal or telephone communications you receive from us.

The way in which we communicate with you will depend on the nature of your relationship with us.

## Your Rights

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you
- The right to request that inaccuracies in personal data we hold be corrected
- The right to request us to stop processing your personal data
- The right to withdraw consent, where we are relying on it

- The right to object to use of your personal data for our direct marketing or fundraising activity
- The right to request erasure of any irrelevant, inaccurate or unnecessary information we hold
- The right to lodge a complaint with the Information Commissioner's Office or Fundraising Regulator

Please note that these rights are not absolute rights in every case: for example, the right to receive copies of your personal data is subject to various exemptions, and any objection to processing or to correct or erase data can be refused if we have a good and lawful reason to continue processing.

#### Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to this policy. Any significant changes will be notified to you directly wherever possible, and by whatever practical means.

This policy was last updated in June 2022.

#### Contact Us

Please contact us if you have any questions about our privacy policy or information we hold about you:

- Email us at [info.pollockstoymuseum@gmail.com](mailto:info.pollockstoymuseum@gmail.com)
- Or write to us at: Pollock's Toy Museum, 1 Scala St, Fitzrovia, W1T 2HL, UK