

The Data Protection Act

National Museums Liverpool is a data controller under the Data Protection Act 1998. We have a legal duty to protect any information we collect from you and to prevent any unauthorised access to or use of that information. We do not pass your details to any third party unless you give us permission to do so.

What information do we collect?

We collect three basic kinds of information from visitors to our website:

- Enquiries and comments
- Information from log files on how visitors use our site
- Contact, mailing, donor and events data

Enquiries and Comments

You can send us your enquiries and comments directly through the 'contact us' section of this website, or via one of the visitor questionnaires we sometimes feature. You can also contact us by post (see the foot of this document). If you use the website 'contact us' system you do not need to give any personal information, eg your email address or name, unless you want us to respond to your enquiry, in which case you should at least give us your email address. When dealing with your enquiry we do not pass any personal information outside our organisation, nor do we use that information for any other purpose without first seeking your permission. If you require a response from us we will need to record your personal contact details to be able to reply to you and to track the progress of your request. Details held in our tracking system are archived after we have dealt with your enquiry and deleted after six months.

Cookies and log files

Log files allow us to record and analyse visitors' use of this website and so improve it for our users. Log files do not contain any personal information about you or information about which other sites you have visited. Your IP address is recorded but this information is not used to look at how individuals are using this or any other site.

Cookies are pieces of data that can be automatically created on your computer when you visit a website. They are text files that help the website analyse how the site is being used by our visitors. We do use cookies in some parts of this site but only to help you to use the site, and they are not persistent (ie once you close the browser window they are no longer active). We do not collect any information about your use of the cookies.

This website uses Google Analytics, a web analysis service provided by Google, Inc. ("Google"). Google Analytics does use cookies. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however some minor functionality will be lost.

Links to other sites

Please note that this privacy statement applies to the websites of National Museums Liverpool only including www.diduknow.info, www.eighthundredlives.com, www.fihrm.org and

<http://blog.liverpoolmuseums.org.uk>

If you follow a link on this site to any other third party website you should be aware that this statement is no longer valid, and that the privacy statement on that site should be consulted.

How National Museums Liverpool stores contact data

National Museums Liverpool (NML) operates a central database, Raiser's Edge, which stores all our contact, mailing, donor and events data. Every department's contacts are stored in the database which is maintained by the Database Team, based in NML's Development Office.

Data Cleansing

NML has a dedicated Database Team, responsible for ensuring all data entry is accurate and that the database is secure, confidential and that back ups are available. Each internal department reviews their contact lists to ensure accuracy.

The Database Team regularly complete data cleansing exercises to check our contacts against death; change of address, change of name and 'requests no mailings' registers. Any inactive, invalid address or deceased records are marked accordingly and in turn excluded from any processing unless they have donated to NML, in which case we may process their details for historical financial reporting. They will remain as inactive records on the database as a safeguard so we don't add the same people again and so there is a record of why people are excluded from mailings etc.

NML validates address details annually – offering contacts the chance to check and update the data NML stores. The Database Team synchronise data cleansing initiatives into existing mailings to reduce the amount of mail we send to contacts.

Data Protection Consent Statements

The Database Team ensures a Data Protection (DP) statement and opt-out boxes are on every piece of literature that is mailed to people from the database. The statement details that NML is registered under the Data Protection Act 1998 and that we do not disclose data to third parties. It also provides an option for contacts to tick, to specifically opt-out of fundraising or other promotional (marketing, events) mailings.

All forms our contacts use to register data with NML e.g. 'Join Our Mailing List' cards or competition entry slips have a DP consent statement so we can record this for all new contacts going onto the database. If the person indicates they don't want fundraising information by ticking the opt-out box then they will be excluded when we run the criteria for our next public appeal mailing or include appeal inserts in the guide mailing for example.

Having specific opt-out boxes is beneficial for NML as it allows us to tailor our communications and not send mail that our contacts are disinterested in. Because all our literature has a DP statement, including event invites, even our existing contacts on the database are given the opportunity to remove themselves from mailings in these two areas.

We keep written DPA consents for 3 mailing cycles in case there is a query from our contacts on which options they ticked on the joining slip we enter onto the database. After this time we destroy (shred) the joining slips and letters detailing DPA consents.

The options ticked on the original joining slips stay the same until the contact changes their options using one of our DP consent response slips on events, mailings etc. The contact details on our DP statement for updating consent also offer the opportunity for people to remove themselves from our database. We do this immediately upon receipt of a request sometimes future event or publication mailings are already in the post which we can not recall, but 2 days after a removal request no mailings will be received again from NML.

Current Consent Options

DPA – No Consent	Excluded from similar event/general mailings to the list they've joined. NB If an event is held for donors specifically we would not exclude donors with this consent type. We assume by donating to an appeal a donor would wish to hear about the progress of the specific fund and usually the activities relevant to the appeal are specific and wouldn't come under general promotional or fundraising communications.
DPA – No Fundraising	Excluded from Public Appeal and Development events mailings
DPA – No Promotional	No corporate events (Private Views), General mailings
DPA – All	Have consented to their record being processed when we run fundraising or promotional communications. DPA – All does not constitute an explicit consent for all formats of mailings - e.g. does not function as an opt-in for emailing.

How to get Access to your Data

To request a copy of the data NML holds on you simply call our Secretary to the Board on 0151 478 4202, or email via the website.

Children's Records

NML creates 'Family' records in preference to children's individual records. Some of our collection forms e.g. for children's competitions, do ask for the Child's name and address. This information is added to the family record and processed for the competition analysis and to award prizes to the right child only.

Retention of data

The Database Team has a retention schedule for each group of contacts in the database to ensure data is not stored for an unnecessary amount of time.

Kinds of data we expect to process

Guide Mailing List

- o Name, Gender (for salutations)
- o Address
- o Interests in NML
- o Actions – We can see how long contacts have received the Guide through their 'Mailing Actions – Guide Newsletter' on their record.
- o Events attended
- o Gifts to NML (could be relevant for Inserts, e.g. Appeals)

VIP Mailing Lists – all data fields as above plus:

- o Relationships to other contacts on our database e.g. where someone is an employee for a company
- o Appeals/Proposals we have approached them about and their response (Interests may be inferred from these responses and event responses too).
- o Gifts to NML or charitable activities (for cultivation events) or gifts to others in the public domain – only used when contact is a subject of prospect research
- o Canvasser – representatives of NML who know/interact with the contact
- o Some opinion formers/key contacts will have more detailed Actions and research profiles or briefing notes for events they are attending

Donors – as Guide Mailing List plus;

- Gift Aid – tax declaration form and details
- Appeals/Proposals
- Detailed Actions e.g. Phone calls, Emails, Correspondence
- Research - profiles or briefing notes for events they are attending

Prospect - when contact is a subject of current prospect research

- Name
- Address
- Interests that may relate to NML
- Charitable giving history (from public domain)
- Relationships to NML and Liverpool

We take practical precautions with prospect information and allow only the Database Team and Research Department staff to access grant (proposal) or prospect data, as it may be commercially sensitive. If a prospect isn't going to be used for our fundraising work they will be removed from our systems or changed to inactive.

Volunteers

- Ethnicity (for Government required reporting)
- Personal Details – Name, Address, Age,
- Medical information if relevant to work they are interested in volunteering for
- Volunteer activity and areas they are interested in working in
- Timesheets

We take practical precautions with Volunteer information and allow only Database Team and Volunteer Department staff to access the NML Volunteer records as some of this data is sensitive personal data.

External Partners and other Departments in NML

Lists of our contacts' address data are never shared with external contacts. Draft guest lists are sometimes circulated to event partners with names only but are marked Confidential and sent with a disclaimer stating that our unique contact information must be destroyed once an event has finished. An example of the processing an event partner may undertake is checking for duplicates between our guest lists.

When partners offer their lists to us for events we do not automatically add them to our mailing lists for future events. We do not count them as having a relationship with NML unless they respond to our invitation for an NML event. At this point we would add them to the database. When mailing to other organisations' lists that they share with us, we always enquire what Data Protection standards or consents were originally applied when creating their list.

When lists are distributed to trustees etc we always include a reminder that all NML staff/associates are bound by Confidentiality agreements and reiterate that our lists cannot be distributed to third parties or used for other purposes. We also do this when we send our data to mailing houses and have a contract we issue to these third parties to ensure Data Protection policies are being adhered to.

Government Processing of Personal Data

As NML are a non-departmental public body under the governance of the Department of Culture, Media and Sport, from time to time it may be necessary for us to share personal information with the government if this is necessary for the exercise of any functions of the Crown, a Minister of the Crown or a government department.

Recording Contact with people on Raiser's Edge

To ensure we aren't over-saturating our contacts with too many mailings, asks or invitations etc during the year, the Database team run queries every quarter that identify who has been contacted most over that period. This can identify any gaps in contact or need to reduce contact.

Security and Filing Issues

Raiser's Edge is password protected. The Database team need to know user's passwords to perform updates to user's homepages and favourites but this info is available only to the team.

Paper updates for the database are cleared from the database inbox in a timely manner and filed in Development Office's paper filing system if necessary.

Volunteer and Events information must be stored for 2 years so there is a record of why certain people were removed from guest lists for future reference. Event files will contain the original guest list criteria, any additions sent to database team and usually copies of the draft guest list. Volunteer files are kept in the Volunteer Department and will be used mostly for filing correspondence. Any papers not to be filed that contain lists of contacts from the database or letters merged to contacts are shredded, never thrown away.

Only Volunteers, NML Management and Database Team can view records with NML Volunteer constituency code. We employ security filtering on any prospect research material also.

All personal data is stored in locked filing cabinets that can only be accessed by Development Office staff.

Online Data Collection (PECR)

We aim to ensure that people joining the Guide or e-newsletter mailing lists are over 18. We note that under 18s should join the Family version of the Guide, but all our publications, events and exhibitions are designed to be enjoyed by a Family audience.

In accordance with the Privacy and Electronic Communications Regulations (2003), we collect explicit consent from someone to use their email address for an email list. This means the person has visited our website and joined the list, or responded to a promotion of the email list by fax, post or email.

Complaints and Queries

If you want to see, change or delete your details registered with us, or make a comment or complaint about any aspect of our activities (including this site and privacy policy) please contact us:

Comments & Complaints

Email: [via our website](#)

Post: Web Team

National Museums Liverpool

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Registration Details

Email: helen.canham@liverpoolmuseums.org.uk

Post: Database Manager

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This version of the National Museums Liverpool privacy policy was posted on 18/11/11