



# Privacy Policy

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## **Who We Are**

The Museum of Domestic Design and Architecture houses collections relating to domestic design, furnishings and interiors. Its core collection, the Silver Studio Collection, was Designated in 2008. The museum is part of [Middlesex University](#), and the collections are well used by students from Middlesex University and elsewhere: public access is provided by appointment, by talks, lectures and publications.

All staff are University employees. Middlesex University Higher Education Corporation is registered as a Data Controller by the Information Commissioner's Office (ICO), Registration Number Z5439728.

This privacy statement outlines why we collect personal data, how we use it, keep it safe and the rights of those whose data we hold.

## **Why We Collect Data**

We collect, store and process personal data of our website users, Study Room users, and those who research, study and work with or for us, for the purposes of fulfilling our contractual and legal obligations and responsibilities.

## **How We Use Personal Data**

We may use your information to:

- process a donation that you have made;
- process orders that you have submitted;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications which you have requested and that may be of interest to you. These may include information about events or our newsletter;

## **Retention periods**

We will only ever collect the information we need. When we ask you to provide your personal information we will let you know why we are asking and how we will use your data, by directing you towards this notice.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity.

## What personal data do we collect and why?

### If you are an E-newsletter subscriber

What we collect...	Why	Legal Bases
We may collect your email address and communication preferences	You have agreed that you wish to be informed about our work, events, products, special offers and ways of supporting MoDA	We will only send you these communications via email if we have your consent to do so

If you consent to receive information by email, your email address and communication preferences are held by MailChimp, which is the email marketing system we use to send out our e-newsletters, and they are used only for the purpose of sending you these communications.

You can choose to opt out of these marketing communications at any time by contacting us at [moda@mdx.ac.uk](mailto:moda@mdx.ac.uk) or by using the unsubscribe link at the bottom of every e-newsletter.

### If you are a customer of our online shop

Third Party Service Providers working on our behalf handle your information for the purposes of completing tasks and providing services to you on our behalf. When we use third party service providers, we disclose only the personal information that is necessary to deliver the service and they abide by Data Processing Agreements that require them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law.

What we collect...	Why	Legal Bases
We may collect your name, postal address, email address and phone number	To provide you with the products you purchase  We require these details to process the sale.	This is required for the contract (sale of the product or service)
Bank details	We do not receive these details if you pay online or by card in our Gift shops. Any information you provide to us over the phone will be securely destroyed.	This is required for the contract (sale of the product or service)

## If you make a financial donation online

The Museum of Domestic Design and Architecture welcomes [online donations](#), which are managed via Middlesex University's website. Third Party Service Providers working on our behalf handle your information for the purposes of completing tasks and providing services to you on our behalf. When we use third party service providers, we disclose only the personal information that is necessary to deliver the service and they abide by Data Processing Agreements that require them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law.

What we collect...	Why	Legal Bases
We may collect your name, postal address, email address and phone number	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
Bank details	To allow us to process your payment.	This is required for the contract (sale of the product or service)

## If you visit our website

In order to make the Museum of Domestic Design & Architecture's website ([www.moda.mdx.ac.uk](http://www.moda.mdx.ac.uk)) easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites. Where possible we avoid storing any sensitive or tracking information in these cookies.

Our cookies do not contain any personal information about you. You can choose to refuse cookies. We encourage you to accept the cookies our website uses as they help us to improve the user experience for you.

To control cookies use the controls in your browser. A summary of these is available on the [All About Cookies](#) website.

For more information on the law and cookies see the EU Cookie law page on the [Information Commissioner's Office](#) website.

### ***Essential Cookies***

These cookies ensure the website performs and you can use all of its features.

A full list is available on the [WordPress cookies](#) page.

### ***Information cookies***

These cookies collect anonymous information about how a website visitor uses the website. They are anonymous and don't collect any information that could identify you. The benefit of this is it allows us to see how the website performs and which bits people want to use.

- A full list, including information cookies, is available on the [WordPress cookies](#) page.
- Google Analytics is used on this website and you can find out more on the [Cookie Law](#) website.
- Alternatively you can [opt out of Google Analytics](#) for all websites.

### ***Website functions cookies***

These cookies remember any preferences you might set when using the website. For example, if you set the text size and any customisation options. They can include commenting information on pages as well.

### ***Third party cookies***

Most third party cookies allow links to other websites. In particular this type of cookie connects to social and sharing websites like Pinterest, Facebook and Twitter. Using these cookies allows you to share interesting content without leaving the website.

This website uses Share This for these links and their cookie policy is available on their [support](#) pages.

## **If you donate object(s) to the museum's collections**

We hold personal data in order to manage the collections of the Museum of Domestic Design & Architecture.

What we collect...	Why	Legal Bases
We will collect your name, postal address and email address. We may also ask for your phone number and date of birth.	To record the details of disposals from and gifts, purchases and loans to our collections	It is necessary for us to carry out our Public Task or exercise our official authority as a Designated Museum  and it is a legal requirement for this process.

To record and manage details of makers/creators of items in our collections	It is necessary for us to carry out our Public Task or exercise our official authority as a Designated Museum
To enable us to lend items to other institutions or researchers	It is necessary for us to carry out our Public Task or exercise our official authority as a Designated Museum and it is a legal requirement for this process.
To ensure that we comply with copyright legislation when providing copies of items in our collections	This is a legal requirement for this process
To undertake object conservation and/or scientific analysis (for outside agencies)	This is a legal requirement for this process and forms part of the Terms and Conditions of contract with us.

### **If you contact us with an enquiry**

We use a Customer Relationship Management system (currently Capsule) to manage enquiries about our collections and respond to them efficiently.

What we collect...	Why	Legal Bases
Your name, contact address, personal e-mail address, telephone number	To enable us to respond to your general business enquiry	On the basis of Legitimate Interests
	To enable us to respond to Freedom of Information requests, complaints and requests made under Data Protection legislation	This is a legal requirement
	To enable us to respond to enquiries about our collections	This is part of our Public Task as a Designated Museum
	To enable us to respond to your enquiry about a booking, purchase or reservation.	This is required for the contract (sale of the product or service)

## If you make an appointment to visit the Study Room

What we collect...	Why	Legal Bases
Your name, contact address, personal e-mail address, telephone number; details of the objects you have looked at	To record details of which objects have been used in order to prioritize conservation work; and so that we can find the same objects if you wish to visit again or use them for research or licensing purposes	On the basis of Legitimate Interests and in the interests of providing a good service to users.

## If you supply us with Goods or Services

The Museum of Domestic Design and Architecture is part of Middlesex University, and all contracts and finances are managed via the University's Finance Department.

What we collect...	Why	Legal Bases
Your name, company name, contact address, e-mail address, telephone number	To enable us to make payments, send remittances, answer queries etc and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with Middlesex University.
Bank details	To enable us to make payments, send remittances, answer queries etc and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with Middlesex University s.
Unique Taxpayer Reference (UTR)	To enable us to make payments, send remittances, answer queries etc and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with Middlesex University.
Company Registration Number (CRN)	To enable us to make payments, send remittances, answer queries etc and fulfil our relationship with you as a supplier.	This is a legal requirement and forms part of the Terms and Conditions of contract with Middlesex University.

## **Sharing Information**

We do not disclose personal data to any third parties or external organisations, other than companies carrying out work on our behalf. We retain responsibility for your data and ensure that these organisations only act on our instructions.

Examples of when we share data:

- Email marketing services (eg Mailchimp)
- Online shop
- Online monetary donations

We may occasionally need to transfer your personal information overseas, for instance to our email marketing provider, MailChimp. We ensure any transfers of data are secure, in accordance with best practice, and in compliance with the General Data Protection Regulation. You can read the MailChimp Privacy Policy [here](#).

Your data will never be sold or passed to any third party for any other purpose.

## **Information Security**

We ensure that we have appropriate security measures in place to prevent the loss, misuse or alteration of your information. Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

## **Access**

We have robust processes, procedures, contracts and agreements in place to ensure secure collection, storage and processing of personal data. Only authorised employees, Consultants and third party data processors (e.g. those who process data on our behalf) have access to personal data we hold.

## **Security**

Personal data is stored securely on our network, on encrypted devices (iPads, laptops, smart phones etc) and within third party systems (e.g. bulk email distribution platform) whose tools we use to process data.

## ***International transfer of data***

Prior to engaging or using third party systems to process data, we ensure that sufficient safeguards, contracts/agreements are in place to protect personal data and that all parties comply with the requirements of the Data Protection Act 1998 and subsequent successor legislation, including but not restricted to the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. For example, where data may be transferred outside of the European Economic Area (EEA) to the United States (e.g. if a third party uses multiple servers to back up data), we will ensure that the third party is registered under the EU-US Privacy Shield.

## **Your Rights**

Under the GDPR you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you;
- to require that we cease processing your personal data if the processing is causing you damage or distress;
- to require us not to send you marketing communications.
- to require us to correct the personal data we hold about you if it is incorrect;
- to require us to erase your personal data;
- to require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

To exercise any of the above rights please get in contact with us: [moda@mdx.ac.uk](mailto:moda@mdx.ac.uk)

You also have the right to complain to the UK Regulator the Information Commissioner's Office (ICO) if you believe your request has not been dealt with properly or you have a complaint to raise against the Museum for any other data protection related issue. A complaint can be raised via the [ICO's website](#) or by calling 0303 123 1113.

**You also have the right to withdraw consent from the processing of your personal data by the University at any time, if your consent was sought initially to use your personal data.**

## **Complaints**

If you would like to find out more about how we process data, or if you would like to make a complaint, please contact us at [moda@mdx.ac.uk](mailto:moda@mdx.ac.uk) . A digital version of this document is available on our website: [www.moda.mdx.ac.uk](http://www.moda.mdx.ac.uk)