

# YMT Card Data Protection Statement

## 1) Introduction

This statement sets out the ways in which York Museums Trust stores and processes personal data for the purpose of administrating the YMT Card membership scheme only. This statement only relates to personal membership data collected by York Museums Trust via the York Museums Trust website, membership forms, emails and telephone calls. This statement does not apply to personal data provided to York Museums Trust by any other means or for any reasons unrelated to membership.

## 2) Data Held

The information collected, processed and held by York Museums Trust will consist of some or all of the following: Name, address, telephone number, email address, date of birth, visiting behaviour, value of discount received in our shops, and a digital photograph of the member. For those YMT Card Holders opting to pay by Direct Debit, York Museums Trust will hold and retain bank account names, account numbers, sort codes and payment amounts solely for the purpose of administering and processing Direct Debits. York Museums Trust holds no payment details relating to any other form of payment, save for the date, method and payment amount. Personal and bank details are only stored for as long as necessary on our secure systems, and then irretrievably deleted.

## 3) The Data Protection Act 1998

York Museums Trust is registered with the Information Commissioner and makes every effort to comply with the principles of the Data Protection Act 1998.

## 4) Use Made of Personal Information

Personal information provided to York Museums Trust via the website, membership forms, emails and telephone calls will be used for the purposes outlined at the time of collection or registration in accordance with the preferences you express.

Personal data collected and processed by York Museums Trust may be used for the following purposes:

- a. Administration of memberships.
- b. Fulfilment of orders for goods and services requested.
- c. In-house research and statistical analysis.
- d. Communication about YMT's conservation, membership, fundraising, events, exhibitions and other activities.

Processing personal data for the above purposes may sometimes entail sharing the information with employees, contractors, agents and professional advisors of York Museums Trust. Written agreements exist between York Museums Trust and such parties that there must be no further disclosure of such personal data. York Museums Trust does not and will never sell any YMT Card holder data to any third parties, nor do we permit any third parties to contact YMT Card holders for the purpose of Direct Marketing.

## **5) Consent**

By providing personal data to York Museums Trust you consent to the processing of such data by York Museums Trust as described in this statement. You can alter your preferences as described below.

## **6) Use of Data for Direct Marketing by Post & Phone**

At each point of data collection or registration you are given options to opt-out from being sent future direct marketing material from York Museums by post or telephone. Where you do not opt-out of such communications, The York Museums Trust may send you information on its conservation, membership, fundraising and other activities.

If at any time you want to alter your preferences or request that The York Museums Trust stop communicating with you in this way then you should write to the address shown in section 9.

## **7) Use of Data for Email**

At each point of data collection or registration you are given the option to opt-in to receiving email marketing from The York Museums Trust. Where you do opt-in to such communications, The York Museums Trust may provide information on its conservation, membership, fundraising and other activities and those of carefully selected organisations.

If at any time you want to alter your preferences or request that The York Museums Trust stop communicating with you in this way then you should write to the address shown in section 9.

## **8) Accessing Personal Data held by York Museums Trust**

You have the right to ask York Museums Trust, in writing, for a copy of all the personal data held about you (this is known as a 'subject access request') upon payment of a fee of £10. If you would like to access your personal data held by The York Museums Trust, please apply in writing to the address shown in section 9.

## **9) Verifying, Updating and Amending your Data**

If, at any time, you want to verify, update or amend your personal data or preferences please write to:

The YMT Card Holders' Office  
The Castle Museum  
Eye of York  
York, YO1 9RY

Verification, updating or amendment of personal data will take place within 10 working days of receipt of your request.

If subsequently you make a data protection instruction to York Museums Trust which contradicts a previous instruction (or instructions), then York Museums Trust will follow your most recent instruction.

## **10) Links to Third Party Websites**

This statement applies solely to the personal data collected by York Museums Trust and does not apply to third party websites. York Museums Trust is not responsible for the privacy policies of third party websites and advises users to read any such documents before registering any personal data with a third party website.

## **11) Security**

York Museums Trust holds your personal data in accordance with the security provisions of the UK Data Protection legislation. We use industry standard Secure Server Software (SSL) for your transactions with us. It encrypts all of your personal information, including credit card number, name, and address, so that it cannot be read as the information travels over the Internet. We do not hold any YMT Card Holder data for longer than is necessary.

York Museums Trust endeavours to transfer the personal details given or written on membership forms to our digital systems within three working days of receipt. In the meantime, membership forms are securely kept in a lockable filing cabinet in a restricted access office. Membership forms are securely shredded as soon as their details have been transferred to our digital systems.

If you have any questions about security please contact the YMT Card Holder's Office on 01904 650345.

## **12) Scannable Cards**

York Museums Trust uses scannable cards to collect information on your visits. This data includes the sites you have visited, the date that you went, your membership

number and the value of any discounts that you may have received in our shops. York Museums Trust will undertake customer analysis on this data to allow us to understand our supporters visiting trends.

We will also use this information to enable us to provide better marketing communications that will be tailored to your habits. However, we will always respect your decision on receiving marketing information and will never send you any marketing where you have indicated previously that you do not want to be contacted.

### **13) Notification of Changes**

If York Museums Trust decides to amend this data protection statement, it will post changes on the YMT Card page of the website, accessible at [www.yorkmuseumstrust.org.uk/ymtcard](http://www.yorkmuseumstrust.org.uk/ymtcard)