

# SHOEMAKERS MUSEUM

## Privacy statement

### **The aim of this privacy statement**

Our visitors, supporters and customers are extremely important to us, and this Privacy Statement explains how the museum collects, stores, manages and protects your data. It outlines the types of data that we hold and how we use it to provide services to our visitors and supporters. We aim to be clear when we collect your personal information, and not to do anything you would not reasonably expect with it.

### **Who we are and what we do?**

Shoemakers Museum is an independent museum owned by The Alfred Gillett Trust a Registered Charity (England and Wales), Registration No. 81165528. A trading company Shoemakers Museum (Alfred Gillett Trust) is being established. The Registered Address is Alfred Gillett Trust, Shoemakers Museum, Farm Road, Street, Somerset BA16 0BQ.

Our objectives are to preserve and make available to the public heritage collections relating to C & J Clark Ltd., the Quaker family which founded the global shoemaking company nearly 200-years ago, and the local area the industry developed. We share this history through a museum to be open to the public for displaying exhibits, education, events.

We charge for admission to the Museum and also fundraise through sponsorships, grants and donations.

The commercial activities of the Museum are carried out by the Museum's Trading Company, which is a wholly owned subsidiary of the Alfred Gillett Trust. At the present time these comprise the hiring out of our Museum, educational learning sessions, talks and tours, tickets to the museum and events and an onsite cafe and shop.

As a wholly owned subsidiary, the trading company is subject to the Museum's policies and procedures.

In this privacy notice "The Museum" and "we" refer to the Alfred Gillett Trust, Shoemakers Museum and its trading company Shoemakers Museum (Alfred Gillett Trust) Ltd.

The Alfred Gillett Trust is the data controller of your personal information and is registered with the Information Commissioner's Office as such.

### **What personal information is collected about you?**

Personal data is collected by the Museum during the conduct of our relationship with visitors, supporters, clients, sponsors, funders and donors. Data about our visitors, supporters, clients, sponsors, funders and donors is transferred into our databases. The information we hold is obtained directly from you.

### **The personal data we store and process, the majority of which is given to us by our visitors, clients and supporters may include:**

- Name, title
- Contact details include postal address, email address, phone number and links to social media accounts
- Date of when you joined our contact database
- Your occupation title
- Records of donations and Gift Aid entries, where applicable (as required by HMRC)
- Working or volunteering by you on behalf of the Museum

- Information on groups that you have brought to the Museum (name of group organisation, amount of people, distance travelled, type of visit)
- Visitor feedback
- Contracts and enquiries
- Details relating to the loan, sell or donation of object to us
- The Museum does not store any credit/debit card details.

We always aim to keep your details up to date, and we will periodically check that the contact details we have from you are correct and where appropriate, update them. We value our relationships with you and we use your personal data to ensure we contact you in the most appropriate way, improve our services and to ensure we work effectively and efficiently.

The Museum maintains a record of all records of visitors who have chosen to join our newsletter, signed for Gift Aid, bought a ticket, made a group booking, hirers or attendees of events, engaged in a contract, worked or volunteered for us, loaned objects, used our enquiry facility, press contacts and local businesses. We will keep your information until you notify us that you want to be removed from our files.

There are some situations where we may need to collect special categories of data. These may include, for example, if you work or volunteer with us or apply to do so, or if we need to know about any access, medical or dietary requirements you, or someone in your care, may have.

### **Job and volunteering applicants**

If you apply to work or volunteer at the Museum, we will use the information you supply us to process your application and to monitor recruitment statistics. Where we want to disclose your information to a third party, for example where we want to take up a reference, we will not do so without informing you beforehand.

Personal information on unsuccessful candidates will be held for 3 months after the recruitment exercise has been completed, after which it will be destroyed, unless you have asked us to do so earlier or allowed us to retain it for longer by written request.

### **16 or Under**

If you are under 16 please get your Parent(s) or Guardian's permission beforehand whenever you provide personal information to us.

### **How we use your data**

Unless you have requested otherwise, we may use your data for the following purposes which include communications and marketing activities, sent by mail, email, telephone and social media:

- Newsletters about Museum related activities and events.
- Invitation to talks, exhibitions and events
- Information you have requested about our work, services and activities
- Notifications on any updates
- Promotions, products and services the Museum can provide for you
- Marketing communication
- Administrative purposes, for example contacting you about a donation you have made.

The Museum does not share your data with any third parties. However, if you interact with the Museum through another party (for example one of our sponsors or partners or a visiting school or group) then we may obtain information about you from that third party. The receipt of data by the Museum in this manner is subject to the third party's own privacy policy. Data gained in this way is treated no differently to any other once held by the Museum, and is bound by the terms of this privacy statement as soon as it is received.

**We monitor site visits and use tools such as Google Analytics to improve our website and service.**

### **Cookies**

The Trust uses WordPress to host our website which uses a cookie consent platform to obtain information that is GDPR and CCPA compliant. The data is obtained for a number of different purposes. Some cookies are necessary for technical reasons; some enable a personalised experience for visitors; and some allow the display of

advertising from selected third party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action (clicking the “like” or “follow” button on a post, for example). For further information see the WordPress [cookie policy](#).

The Trust also has a social media presence on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Mailchimp](#). All these sites use cookies. Further information about their cookie and GDPR policies can be found by clicking the links.

### **Storing, managing and protecting your data**

We are committed to holding your data securely and treating it with sensitivity. All data are held securely and in accordance with the Data Protection Act 1998. Your data is held on a database housed on a secure server within the Museum network and a third party ticketing, mailing and social media services. The databases are protected by multi-level authentication and access is restricted to individuals who need to see the data to carry out their duties at the Museum. This is limited to: members of staff and assigned IT support.

**We will not disclose your data to individuals, organisations or other entities outside the Museum, and we do not sell to or trade your data with any other organisations**

### **Your rights**

The Museum considers its relationship with our visitors and supporters to be lifelong, and we will hold your details until you tell us you no longer wish to hear from us or retain them. We will always try to ensure that the data we hold for you are up to date, reasonable and not excessive. You will always have the right to:

- request of copy of the information we hold about you
- change your communication preferences at any time
- ask us to remove your personal information from our records
- object to the processing of your information for any of the purposes outlined above including opting out of all communication from the Museum

**If you have any questions about this privacy statement, or would like to receive a copy of the information we hold about you please contact us at:**

Museum Manager

Shoemakers Museum / Alfred Gillett Trust

Farm Road

Street

Somerset BA16 0BQ

[hello@shoemakersmuseum.org.uk](mailto:hello@shoemakersmuseum.org.uk)

Tel. 01458 444060

### **Future Changes**

From time to time, we may use your information for new purposes not currently described in this statement. If our information practices change at some time in the future, we will always post the policy changes on our website. You are advised to visit our webpage, see below, periodically in order to keep up to date with any changes. By continuing to use our services you will be deemed to have accepted such changes.

**web link:** <https://shoemakersmuseum.org.uk>

**This privacy statement was last updated on 01/06/25**