

## Crich Tramway Village, home of the National Tramway Museum

### Privacy Policy

This document sets out the details of the privacy policy of Crich Tramway Village, home of the National Tramway Museum.

**Crich Tramway Village is a brand name for the National Tramway Museum (Accredited with Arts Council England), solely owned and operated by The Tramway Museum Society, incorporated in England with liability by guarantee (no. 744229). Registered charity number 313615. Our ICO number is Z6700136.**

**Our postal address and other contact details are:**

The National Tramway Museum  
Crich Tramway Village, nr Matlock,  
Derbyshire, DE4 5DP

enquiry@tramway.co.uk, Telephone: 01773 854 321

### **What information do we collect about you and why**

During your visit to Crich, or to our web-site, you may be asked to provide personal information, in the following circumstances:

- When you buy a ticket on entry and agree to gift aid
- When you make an online booking or purchase
- When you make an enquiry or ask a question and ask for someone to contact you
- When you complete a comment or feedback card
- When you make a booking (for an event or performance) or purchase a future booking, gift card or Ultimate Tram Driving Experience
- When you agree to join an electronic newsletter list
- When you receive first aid or emergency assistance
- When you book a wheelchair, or log in a visiting classic vehicle
- When you make a Group booking, or a Corporate ticket purchase
- When you donate an object or archive material to the museum, or make a Monetary Donation'

The information we might ask you to provide may include:

- Yours name, title and address
- Your postcode
- Your telephone numbers

- Bank card or other payment details if appropriate
- Your email address

### **What we do with your information**

We only use the information for the purpose it is given and nothing else. It is retained for only the minimum period of time appropriate to the circumstance. This is set out in the data retention policy, which can be found at the end of this document.

You can opt out of any or all of our communications at any point simply by contacting us:

The Hon Secretary (data protection)

The National Tramway Museum  
Crich Tramway Village, nr Matlock,  
Derbyshire, DE4 5DP

### **Specific areas we may ask for your personal data and why**

*Gift Aid:* in order to make a claim to HMRC we need to ask for your name, address and post-code and whether or not you are a UK tax payer. If you are not a UK tax-payer you cannot 'gift aid'. As a consequence of giving this data we are also additionally able to re-print your ticket if you lose it.

*Enquiries, questions and complaints:* you can talk to us verbally and ask us questions. You do not have to give us any personal information. If you would like a follow up or for someone to contact you we will ask for your preferred contact details. We normally respond in the same manner as we receive the question/query/complaint, unless otherwise requested.

*Comment cards:* we like to receive comments and feedback on our activities and facilities. We have a paper comment card and an e-comment card version. On this comment card we ask for your post-code, but you don't have to provide it if you do not wish to do so. If you do, we use the information to inform us about general demographics of our visitors. You do not need to give any other personal details. We will not use any contact details unless you give them with the specific intention of expecting a reply.

*First-Aid and emergencies:* we hope you have a trouble free visit, but if in the unfortunate circumstances you need emergency assistance, or if you experience an incident that needs reporting on Health and Safety grounds, we may ask for some personal contact details. If so these are used for that purpose only, for example to contact you again for insurance purposes or to discuss an event or incident. Incidents may be discussed at H&S management meetings but with personal data removed.

*Electronic Newsletter:* we produce a regular e-newsletter sent by email. This is sent to those who gave express permission to receive it. We will not send you this newsletter if not requested. We will not use your contact details collected for another purpose (i.e. gift-aid) to send you this e-newsletter.

*Bookings and orders:* in order to book online tickets, online purchases or other events bookings, gift cards, wheelchair loans, classic car visits, advance tickets, group bookings, corporate event bookings or when purchasing shop items, it may be necessary to ask you for your personal details such as email or postal address to complete the transaction/booking. This data is only used for that transaction and nothing else. We use a secure payment gateway service so we are only able to see part of the transaction and not for example your full payment card number.

*Contractors:* Crich Tramway Village routinely purchases and contracts services and goods from external providers and manufacturers. If you are a supplier of goods and services we will use and maintain any contact details which may contain personal details securely and for the sole purpose of executing the terms of the contract. We will not share these details with anyone else.

*Donations:* if you wish to donate a physical object, archive material, photographs or similar information, we will ask for basic contact details and ultimately a signature on an 'entry' form, which acts as your receipt. We may ask for additional details about the object or archive item, such as where did you acquire it, or what you can remember about it. If you are donating cash (for example a collection box) there is no obligation to provide any personal details, though gift-aid forms are available. Cheque and other donations for either specific campaigns or general donations will be acknowledged/thanked if requested but will not be made public unless expressly negotiated and discussed.

### **Who we might share your information with:**

We do not share or sell your personal data that may be collected as part of your visit (or your business contract) to any other person, or organisation, or museum (with the exception of what we are required to do in regards to Gift Aid and the HMRC).

### **How we keep information secure?**

We have implemented physical security procedures, rules and IT technical measures to protect the personal data that we have under our control from:

- Unauthorised access
- Improper use or disclosure
- Unauthorised modification

Employees and authorised volunteers who have access to, and are associated with, the processing of personal data, are legally obliged to respect the confidentiality of your personal data.

### **How can I access the information about me?**

You can ask us if we are keeping any personal data about you and you can also request to receive a copy of that personal data – this is called a Subject Access request.

Applications of this nature should be made in writing to:

The Hon Secretary (data protection)

The National Tramway Museum  
Crich Tramway Village, nr Matlock,  
Derbyshire, DE4 5DP

### **Use of 'cookies'**

Like many other websites, the Crich Tramway Village website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual.

It is possible to switch off cookies by setting your browser preferences.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

### **16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

### **Changes to our privacy policy**

We regularly review our privacy policy and may make changes from time to time. This privacy policy was last changed on the **22<sup>nd</sup> February 2018**.

### **How to contact us:**

If you have any comments on our privacy notice, or on information we hold about you, please write to:

The Hon Secretary (data protection)

The National Tramway Museum  
Crich Tramway Village, nr Matlock,  
Derbyshire, DE4 5DP

**There is a separate policy covering the additional circumstances of staff, volunteers and memberships of the Tramway Museum Society.**

### **Data Retention Policy**

We will only keep personal information for the minimum period it is necessary to do so.

*Gift Aid:* we are obliged to keep gift-aid records for 7 years.

*Enquiries, questions and complaints:* we will only keep your personal details for the duration of the enquiry or question. Once we have answered, your original query will be deleted (for emails) or shredded, for letters. Complaint resolutions and associated communications will be kept for 1 year.

*Comment cards:* once the comment card has been transcribed in summary to a database the original comment card will be destroyed at the end of the season your visit relates. If you have asked a question, or requested a response, the comment card will be retained until that has been completed, then destroyed. Only the survey data will be retained, not the contact details.

*First-Aid and emergencies:* first-aid treatment forms and/or any associated incident report forms will be kept for 4 years. (we *must* retain insurance records for 3 years after the settlement of any claim).

*Electronic Newsletter:* your email address will be retained for that purpose until such time as you request that you no longer wish to receive it. We also have to retain evidence that you gave us permission to receive the newsletter, i.e. an email asking us or a comment card requesting the same.

*Bookings and shop orders:* we will keep details of the transaction or purchase for one year.

*Wheelchair bookings:* due to certain liability risks we will keep records for 4 years.

*Classic Car Bookings:* we will keep your records for 3 years.

*Contractors:* we are obliged to keep copies of invoices and payment records for 7 years under current accounting rules

*Donations of objects and archive items:* under current museum documentation procedures and regulations we are obligated to retain basic donor information (name and address) indefinitely. Other details such as telephone numbers or email addresses may be retained with the donor's permission. Otherwise data retention is the same as enquiries and questions above.

*Monetary donations:* correspondence re donations is retained for 6 years from the end of the financial year in which the transaction was made. Any related gift-aid information is retained for 7 years. Any legacy/bequest, transacted by Will, Probate or Intestate via a solicitor or relatives is retained for 6 years after the estate has been wound up. For specific fundraising campaigns we will keep lists of donors (and the amount) for the duration of the campaign (unless donated anonymously) for the purposes of tracking the total and to invite those donors to appropriate opening/launch events. You may opt out from receiving such invites.