



## Privacy Policy

### 1. Background

IWM takes your privacy seriously. This privacy policy sets out how we use and protect any information about you which is obtained via this website. We may change this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with any changes. This policy is effective from 12 January 2016 and replaces the policy of 01 September 2015.

If you have any queries about the content of this policy, please email [foi@iwm.org.uk](mailto:foi@iwm.org.uk)

### 2. Policy Summary

We respect your privacy and take great care with the information we obtain. We only ask for personal data when it is necessary to provide you with the service you have requested, such as fulfilling your order, enquiry or subscription. We may also make your personal information anonymous to undertake statistical analysis for internal use.

If we want to use your data for any purpose outside of the terms of this policy, we will ask you first.

### 3. What is covered by this policy

This policy covers all web pages on the IWM site ([www.iwm.org.uk](http://www.iwm.org.uk)) and associated sites used specifically for IWM transactions, enquiries and subscriptions.

This policy does not cover external sites such as Just Giving, Facebook or Twitter, who may have links on IWM pages. IWM is not responsible for the content of these sites. You should check the terms and conditions and privacy policies of the sites you visit.

It also specifically excludes the following areas of the website used by IWM partners:

American Air Museum: <http://www.americanairmuseum.com/>

HMS Belfast Association: <http://www.iwm.org.uk/connect/hms-belfast-association>

IWM Prints: <http://www.iwmprints.org.uk> (run by King and McGaw)

Personal data collected by these organisations is not the responsibility of IWM. Please contact them direct for their privacy policies.

### 4. Identity of the Data Controller

The Data Controllers for the IWM website are the Trustees of the Imperial War Museum and the Imperial War Museum Trading Company Limited.

## 5. How do we collect personal information?

We respect your privacy and take great care with the information we obtain

IWM may collect the following about you via this website:

- Information you provide to us when buying something, signing up to our e-News service, making an enquiry or contacting us for any other reason. We collect this via forms available on this website
- Information we gather via [cookies](#): transactional data and information about how you arrived at the IWM website and what you did when you got here.

The terms of how we collect and use this data are outlined below.

## 6. Information you submit: When do we collect personal information?

We obtain information when you:

- Send a query or enquiry
- register to receive our eNews
- book advance tickets or make any other purchase
- Create an account with IWM such as [My IWM](#)
- provide us with personal information through any other of our services

The data collected will be dependent on which IWM service you use. We only ask you to give us information about yourself when we need it to provide the service you have requested.

## 7. What information might we collect?

We may ask you to provide the following minimum information in order for us to complete the service or order you have requested.

We may collect the following:

- your name
- year of birth
- email address
- postal address
- telephone number (mobile and/or landline)
- preferences and interests

Debit and credit card information is not stored by IWM (see section on Debit and Credit Cards below).

Any personal information you provide will be transferred and stored on secure servers in a safe, confidential and secure environment.

## 8. Debit and Credit Card Information

All debit and credit card payments made online or over the telephone are processed in accordance with the Payment Card Industry Data Security Standards (PCI DSS). Your debit and credit card payments are processed by an approved PCI DSS payment provider and IWM does not store or have access to any card information that you provide.

Further details on PCI DSS can be found at:

[https://www.pcisecuritystandards.org/security\\_standards](https://www.pcisecuritystandards.org/security_standards)

## **9. How we use the information you submit**

The personal data we collect from you will be used to perform the service you have requested, for example answering your query or enquiry, fulfilling your order, registering you to our eNews service. In addition, it may be used for the following:

- For customer research: we may contact you to ask you about the service you have received, why you requested it and how it can be improved
- General administration of the services we provide

We may also use the personal information you provide, for internal purposes only, as a research tool to:

- improve our understanding of our visitors
- develop more relevant content and services
- determine generally better ways to serve your needs
- serve personalised banner adverts across other reputable websites, including social media.

Information used in this way will be made anonymous wherever possible.

If you agree, we may also use it to tell you about changes in our services, future events and developments, or about special offers we think you'll find of interest. Subscription to emails is voluntary and you can choose to unsubscribe at any time. Information about how to opt out of these communications will be included in every email we send you.

By submitting information to us you are consenting to the management and use of your information as set out in this Privacy Policy.

## **10. Information we collect: Cookies on the IWM website**

IWM uses cookies to understand how you access and use the IWM site. The information gathered in this way is anonymous and cannot be linked to you personally.

Cookies can also be used to enable a transaction, such as a purchase in the online shop. We use this data to inform the development of our services, user experience and in creating new content.

Further information on IWM's use of cookies on its website can be found here:

<http://www.iwm.org.uk/corporate/privacy-copyright/cookies>

## **11. Who we share your information with**

(i) other organisations in the IWM family or who are closely linked to IWM. At present, these are: IWM itself, the IWM Trading Company and IWM Friends.

(ii) companies specifically contracted to manage data for IWM in accordance with its instructions. On occasion these might be outside the European Economic area. In these cases, IWM will ensure that storage and management of the data is governed by a contract that ensures the service provider meets UK Data Protection requirements.

IWM does not sell or share information submitted via this website with other external organisations, unless they are mentioned in this policy or if there is a legal requirement to do so.

## **12. Security**

We are committed to ensuring your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. All the information you submit via this website is stored securely and managed in accordance with the Data Protection Act.

However, internet transmissions are never completely private or secure, and any message or information you send to the IWM website may be read or intercepted by others unless there is a special notice that a particular message is encrypted.

IWM will never request credit/debit card information from you via email. Please do not send this information or other sensitive information to us via email

You should always take the following steps when submitting personal information to any websites:

- Always check the privacy policy of the website before you submit your data. Make sure you are clear about how it will be used and who the site will share it with
- If you have an account, keep your password secure and do not share it.
- Regularly change your passwords, make them at least 8 characters and do not use obvious keywords or references. Use a mixture of characters, symbols and numbers
- Don't use the same password for different accounts. This means that whoever has access to one password can access all your online accounts
- Be very careful when submitting financial information such as credit card or bank details. Only submit these via secure websites (look for the padlock in the address bar)

## **13. Ownership**

This policy is owned by the Executive Director, Collections and Governance.

It was approved by ISPG on 1 July 2013

Edited on 10 Feb 2014 to correct email address in Section 1

Edited on 04 Apr 2014 to include information on overseas service providers in Section 11

Reviewed and edited on 01 Sep 2015 to:

- update web addresses and change the name of the IWM Print service provider in Section 3
- include information on how we use information in Section 9
- update the format to the IWM policy template

Edited on 12 January 2016 to remove reference to the Friends of IWM Duxford being an internal organisation in Section 3; this organisation is now part of IWM.