

THE CINEMA MUSEUM PRIVACY POLICY (THE DATA PROTECTION ACT AND GDPR)

The [Data Protection Act](#) controls how your personal information is used by organisations, businesses or the government. Everyone responsible for using data has to follow strict rules called 'data protection principles'. They must make sure the information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the [European Economic Area](#) without adequate protection

There is stronger legal protection for more sensitive information, such as:

- ethnic background
- political opinions
- religious beliefs
- health
- sexual health
- criminal records

The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The Cinema Museum strives to be the best we can be in all areas of our work, so Brexit will not impact on the way your data is managed – current law on data management and GDPR provide a useful framework for us to treat your data with care so we will continue to comply with its 2016-2018 guidelines.

The Cinema Museum will only use your data to help us provide the right experience for you as a customer and Museum supporter.

- We'll protect your data as if it's our own
- We'll always respect your choices on what we do with your data and how we contact you
- We'll only keep it as long as necessary

The Cinema Museum is committed to respecting your privacy and the privacy of every visitor to our web site and all of our customers.

The information we collect about you will be used to fulfil the required services and enable us to improve how, as an organisation, we deal with you.

Should you have a question about the data we store, our contact details are:

Martin Humphries

The Cinema Museum

2 Dugard Way

London SE1 4TH

martin@cinemamuseum.org.uk

020 7840 2200

The information that we collect about you will only be used lawfully (in accordance with the Data Protection Act 1998 and the General Data Protection Regulation 2018). All data is retained exclusively within the United Kingdom, or transferred only to 'third countries' where 'adequacy of protection' or specific certification as defined by The GDPR has been confirmed.

This information will not be disclosed to anyone outside The Cinema Museum or its associated partners.

We expect the information we hold to be accurate and up to date. You have the right as an individual to find out what information we hold about you and make changes if necessary; you also have the right, assuming we are not obligated by law to refuse, to ask us to stop using the information. To have your information removed or rectified, please contact martin@cinemamuseum.org.uk

The type of information that we will collect on you, and you voluntarily provide to us includes:

- Your name
- Organisation and position
- Address
- Telephone number(s)
- Email address
- Survey responses, such as any events you have commented on
- Information for system logs such as IP addresses and other communication data

We may, in further dealings with you, extend this information to include your address, purchases, services used, and subscriptions, records of conversations and agreements and payment transactions.

You are under no statutory or contractual requirement or obligation to provide us with your personal information; however we often require some of the above information to deal with you in an efficient and effective manner.

We need to maintain your information for a certain period to provide customer support, purchase history, prevention of fraud and analytics information.

The legal basis for processing your data is based on either:

- Your specific consent for general information and communication that we have requested at the time of sign up, or that you explicitly volunteered
- For performance of a contract if you are a client of The Cinema Museum
- To indicate the patterns of people interested in The Cinema Museum by postal code – this allows us to understand the ratio of our community of interest from local to global levels. We may need this for our potential funders.

We will not store, process or transfer your data to other parties detailed above unless we have an appropriate lawful reason to do so.

Unless we are precluded from doing so by law, you have the right to remove your consent at any time via the unsubscribe link included on all emails we send, or by contacting us and requesting that processing of your details be restricted or deleted.

We will not be insisting that people give their updated permission for us to contact them because you have already asked to be put onto our mailing lists – however, we will remove

you from our lists on request and moving forwards all of our email communications will contain an option to 'unregister'.

PROTECTION OF PERSONAL INFORMATION

The Cinema Museum takes precautions, including administrative, technical, and physical measures, to safeguard your Data against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

The Cinema Museum uses industry-standard efforts to safeguard the confidentiality of Data, including encryption, firewalls and SSL (Secure Sockets Layer) – which will be updated regularly and are currently under the 2018 review. We have implemented reasonable administrative, technical, and physical security controls to protect against the loss, misuse, or alteration of your Data.

COOKIES

This site may, in the future, use cookies – these are small text files that are placed on your device to help this website to provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the [About Cookies](#) website which offers guidance for all modern browsers.

GOOGLE ANALYTICS

As we improve our website we may also set “first party” cookies through its use of Google Analytics. This would mean that Google Analytics can provide us with non-personal site analytics, which in turn help us improve this website. Google Analytics tracking uses cookies in order to provide meaningful reports about web site visitors' but they do not collect personal data about you. Google Analytics sets or updates cookies only to collect data required for the reports. Additionally, Google Analytics only uses first-party cookies. This means that all cookies set by Google Analytics cannot be altered or retrieved by any service on any domain other than <http://www.cinemamuseum.org.uk> Further detailed information on Google Analytics cookies can be [found here](#).

If you think we have not responded to any requests about the use of your data then please contact our Museum Director Martin Humphries, so that he can put that matter right martin@cinemamuseum.org.uk

If you are still unhappy and have a concern about how we handle your data, or you would like to lodge a complaint, you may do so by contacting [The Information Commissioners Office](#).