

FRIENDS OF THE WILSON, CHELTENHAM ART GALLERY & MUSEUM PRIVACY POLICY

Context

The Friends of the Wilson is a registered charity (No. 289514) of around 600 subscribing members. Its purpose is to raise funds in support of The Wilson Art Gallery and Museum in Cheltenham, and in the process to offer a regular series of cultural events for members.

This policy statement describes the way the Friends of The Wilson manages the personal information it holds on its members. It was approved by Trustees at their meeting on 1 May 2018. We will regularly review this policy and may make changes from time to time.

Questions about this policy should be directed in the first instance to the Membership Secretary, FOTW by emailing membership@friendsofthewilson.org.uk.

What data do we hold?

- First and last names, postal address, phone number, email address, subscription payment and method (but not bank account details), and donations
- Name, contact details and payments for events
- Annual Gift Aid claims - name, address and payments
- Email address list for mailing via Mailchimp: members provide explicit consents.

How do we obtain this data?

- New members provide personal details with their application: via a website form, downloadable form or Friends membership leaflet
- Members provide name and contact details when booking an event
- Members provide updates to their data as and when: a new email address, changed address details, and so on.

How is the data stored?

- Membership records are stored offline in an Access database managed by the Membership Secretary. A stand-alone hard drive is used to back up the data
- Hard copy Gift Aid authorisations are held by the Membership Secretary
- To manage one-off events, name and contact details are stored online in the Events Management System and in offline working files used by the Events Managers
- Members' names and emails are stored online on the Mailchimp server and managed by two Trustees; access is by discrete login and password.
- A list of email consents is held offline by the Membership Secretary.

How is the data used?

- To maintain a list of members and their subscription payments
- To generate annual Gift Aid returns
- To produce postal mailing lists for the triannual newsletter and to keep members informed about the Charity's activities
- To provide ad hoc email updates on events
- To manage the process of organising those events
- To provide contact details in response to ad hoc requests from Trustees.

Who has access to the data?

- The Membership Secretary manages memberships and provides Gift Aid returns to the Treasurer
- The Membership Secretary also provides postal mailing lists, membership lists to Events Organisers and contact details at the request of other Trustees
- Events Organisers use name and contact details to manage events
- The Membership Secretary maintains the Mailchimp emails list
- Data is not passed on or sold to any Third Party.

What is the legal basis for using this data under GDPR?

- Personal data about members is used on the basis of Legitimate Interests, and in compliance with the Charity's legal and regulatory obligations
- Consent to use data under Legitimate Interests is implicit in its provision
- Explicit consent is sought for the use of email addresses.

What is the retention policy?

- Personal data is retained for as long as members renew their membership
- Cancelled memberships are held in the Lapsed Members part of the database and deleted after one year, or once annual Gift Aid data has been processed
- Gift Aid claims to HMRC are held on a rolling 6-year basis
- Personal details used in managing events are deleted after each event is finished.

What are your rights in relation to your personal data?

- A member may ask at any time to see a copy of the information that the Charity holds on them, how it is was obtained and how it is being used
- A member may at any time request that their personal data be amended or deleted from the database

- A member may request that their email be removed from the Mailchimp list, by clicking on the *unsubscribe* link at the foot of an email. Their database record will be amended to show that they have withdrawn their consent
- If a member is unhappy about the use of their data, or has any other question they should contact the Membership Secretary in the first instance: see details below.

Who is responsible for controlling this data?

- The Chair of the Trustees is responsible for setting this Policy, in consultation with other Trustees, and for ensuring that it is observed
- The Membership Secretary has day-to-day management of members' data.

References:

Contact Details

Chair of the Trustees: *chair@friendsofthewilson.org.uk*

Membership Secretary: *membership@friendsofthewilson.org.uk*

Document History

First draft - 31 January 2018

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