

Data Protection Policy

Worcestershire Heritage, Art & Museums will collect, store and process personal data – that is any data that can identify an individual - about its donors and supporters. Data collected will be the minimum necessary required for its charitable activities and will not be used for other purposes.

Worcestershire Heritage, Art & Museums will not collect, store or process any sensitive personal data – that is information about racial or ethnic origin, political opinions, religious beliefs, trade union membership, physical or mental health, sexual life, actual or alleged criminal offences.

Worcestershire Heritage, Art & Museums commissions Worcester City Council, in its role as host of Museums Worcestershire, to store and process the personal data required to administer donations to the charity and, if consent is given, to use this personal data for marketing purposes on behalf of the charity. The charity will seek consent at initial point of contact with individuals for this purpose and, at the same time, for Museums Worcestershire to add an individual to its own marketing and communication mailing lists.

As part of this processing agreement, any marketing communications sent on behalf of the charity will include a mechanism for an individual to withdraw their consent for their data to be used for this purpose and Worcestershire Heritage, Art & Museums requires Worcester City Council to fulfil any such requests within a reasonable time period.

As part of this processing agreement, Worcestershire Heritage, Art & Museums requires Worcester City Council to keep the charity's data protected, stored securely and backed up to the same standards as it uses for its own data.

Personal data relating to donors will be retained for six years from the date of last donation, in line with HM Revenue & Customs retention requirements for tax records which includes gift aid.

The charity's trustees will not themselves store or process personal data acquired via the administration of the charity and any personal data inadvertently received will be immediately deleted.

Worcestershire Heritage, Art & Museums commissions Worcester City Council, in its role as host of Museums Worcestershire, to manage any subject access requests to the charity, in line with the council's own policy.

In the event of any data breach, the Chair, or his nominated substitute, will inform the Information Commissioner's Office and, if required, the Charity Commission. The trustees will ensure that any impacted individuals are informed of any breach.

This policy will be reviewed after its first year of operation, regularly thereafter and at the point of any major change to the organisation or data protection legislation. This policy will be updated, and additional procedures adopted, as required by these reviews.

Last reviewed: April 2025

Next review date: April 2028