

Worcestershire Heritage, Art and Museums Privacy Notice



Worcestershire Heritage, Art and Museums Charity is a charity registered in England and Wales with charity number 1197448.

Worcestershire Heritage, Art and Museums Charity commissions Worcester City Council, in its role as host of Museums Worcestershire, to provide administrative, storage and data processing services on its behalf. Worcester City Council processes personal data only in accordance with the Charity's instructions, is contractually required to protect personal data, and applies the same standards of security and backup arrangements as it does for its own information.

Service being provided

Worcestershire Heritage, Art and Museums Charity commissions Worcester City Council to provide the following services on its behalf:

- Store and process the personal data required to process donations and pledges to the charity
- Store and utilise data for newsletters on behalf of the charity
- Manage crowdfunding campaigns including the processing of donations and, where applicable, the collection and submission of Gift Aid claims. This includes the use of an external crowdfunding platform to collect and manage donations
- To share information about museum activities, events and fundraising opportunities where you have provided consent to receive such communications

Categories of personal data we collect

- Name
- Contact details (e.g. email address)
- Donation details (amount, date, campaign supported)
- Billing address (where required)
- Gift Aid declaration information (where provided)

We do not routinely collect special category personal data (such as information relating to health, religion, ethnicity, political opinions or criminal convictions) as part of our fundraising and donation activities.

Consequences of failing to provide personal data

If you do not provide the required personal data:

- We may be unable to keep you informed about the charity's activities, projects and fundraising campaigns.
- We may be unable to process your donation
- We may be unable to claim Gift Aid on your behalf

Providing information for Gift Aid is optional, but without it we cannot submit a claim to HMRC.

Data Controller and Processors

Worcestershire Heritage, Art and Museums Charity is the Data Controller.

Worcester City Council provides administrative and data processing services on behalf of the Charity and acts as a Data Processor for these purposes.

We use an external crowdfunding platform to process donations. Further information about how the platform uses personal data can be found in its privacy notice.

Purpose of Processing

- To maintain a record of donations
- To administer crowdfunding campaigns and process donations
- To communicate with donors regarding their donation (where appropriate)
- To process and submit Gift Aid claims to HM Revenue and Customs (HMRC)
- To publicly acknowledge donations from individuals (with consent)
- To maintain accurate financial and donor records
- For audit, accounting and reporting purposes
- For service planning and improvement

Lawful basis for processing personal data

- Article 6(1)(a) Consent – sending newsletters and marketing communications and publicly acknowledging donations where consent has been provided.
- Article 6(1)(c) Legal obligation – complying with HMRC requirements relating to Gift Aid and maintaining financial records.

- Article 6(1)(f) Legitimate interests – administering donations, donor relationships, managing the charity, reporting on fundraising activities and improving services.

Source of data

- The data subject (you directly)
- The external crowdfunding platform provider

Who we share the information with

We may share your information where necessary with:

- The external crowdfunding platform provider (to process donations)
- HM Revenue and Customs (HMRC) for Gift Aid claims
Payment processors associated with the crowdfunding platform

Personal data is also processed by authorised Worcester City Council administrative, finance and audit staff acting on behalf of the Charity where necessary to provide the commissioned services.

Where you have provided your consent, your contact details may also be shared with Museums Worcestershire for the purpose of sending information about museum activities, events, fundraising campaigns and opportunities to support its work.

Your data will not be used for unrelated purposes.

Details of data transfers outside the UK and safeguards in place

We don't routinely transfer information outside of the UK.

The crowdfunding platform and associated payment providers may process data outside the UK.

Where this occurs, appropriate safeguards are in place, such as:

- UK adequacy regulations
- Standard contractual clauses

You should also refer to the privacy notice of the crowdfunding platform for further details.

Automated decision making

We do not carry out automated decision-making or profiling in relation to this processing.

How we collect your information

We collect personal information when you sign up to our mailing list, make a donation or pledge including via the crowdfunding platform and, where applicable, complete a Gift Aid declaration.

How long we hold your information

The Charity retains personal data in accordance with its retention arrangements. Financial and Gift Aid records are typically retained for up to 6 years in line with HMRC requirements.

Your rights

You have rights under UK GDPR, including the right to:

- access your personal information
- ask us to correct incorrect or incomplete information
- ask for your information to be deleted (in certain circumstances)
- restrict how your information is used
- object to certain uses of your information
- request your information in a commonly used format (data portability)
- understand and challenge automated decisions and profiling

We may not always be able to comply with a request where we are required to retain data to meet legal obligations (e.g. financial or Gift Aid records).

Individual's right to withdraw consent at any time

If you no longer wish us to claim Gift Aid on future donations, please contact us. This will not affect any Gift Aid claims already submitted to HMRC.

You can withdraw your consent to newsletters at any time by:

- using the unsubscribe link in any newsletter email, or
- contacting the Council directly by emailing:

gallerymuseum@museumsworcestershire.org.uk

Complaints and further information

If you have questions or concerns about how your information is used, please contact the Data Protection Officer:

Email: data.protection@worcester.gov.uk

Phone: 01905 722233

Address: Data Protection Officer
Worcester City Council
The Guildhall
High Street
Worcester
WR1 2EY

If you remain dissatisfied, you have the right to complain to the

Information Commissioner's Office (ICO):

Website: <https://www.ico.org.uk>

Phone: 0303 123 1113

Address: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Changes to this notice

We may update this privacy notice from time to time. The latest version will always be available on our website.

Updated July 2026.