



## **Privacy Notice**

Document Control

Policy owner: Director

Approved by: Board of Trustees

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### **1. About this notice**

The Natural Sciences Museum, Sheffield (“NSM”, “we”, “us” or “our”) is committed to protecting your personal data and handling it lawfully, fairly and transparently.

This Privacy Notice explains how we collect, use, store and share personal data about:

- visitors;
- researchers and collections users;
- donors, supporters and members;
- event attendees and participants;
- staff, volunteers, trustees and job applicants;
- suppliers, contractors and consultants; and
- people who contact or engage with NSM.

This notice is intended to help you understand what we do with your personal data and the rights you have under UK data protection law.

### **2. Who we are**

The Natural Sciences Museum, Sheffield is the controller of the personal data covered by this notice unless we tell you otherwise.

Our contact details are:

Natural Sciences Museum, Sheffield  
149 Holme Lane, Sheffield, S6 4JR  
info@nsm-uk.org  
01146980642

For data protection questions, please contact:

Data Protection Lead  
Dr Brian Andres

brian.andres@nsm-uk.org

The ICO's guidance says privacy information should clearly identify the organisation using the data and provide contact details so people know who is responsible and how to get in touch.

### **3. What personal data we collect**

Depending on how you interact with us, we may collect and use personal data such as:

- your name, title and contact details;
- payment, donation or transaction details;
- ticketing, booking and event attendance information;
- correspondence and enquiry records;
- records of research visits, specimen use, loans or collections access requests;
- employment, volunteering, trustee or recruitment information;
- supplier or contractor contact details;
- images, audio or video recordings, including CCTV where in use;
- website and digital engagement information;
- accessibility information or other special category data where necessary; and
- information needed for legal, regulatory, safeguarding or security purposes.

Under the UK GDPR, personal data means information relating to an identified or identifiable living person. Some categories, such as health data or biometric data used for identification, receive additional protection.

## **4. How we collect your personal data**

We may collect your personal data:

- directly from you;
- from forms you complete, emails you send or phone calls you make;
- when you buy tickets, make a donation, sign up for updates or attend an event;
- when you apply for a role or volunteer with us;
- when you request access to collections, archives or research facilities;
- from partner organisations or service providers acting for us;
- from publicly available sources where appropriate; or
- through CCTV, website technologies or access-control systems where these are in use.

The ICO says people should be told whether personal data comes directly from them or from another source, and privacy information should normally be given at or near the point of collection.

## **5. How and why we use your personal data**

We use personal data only where we have a lawful basis to do so. The lawful basis may differ depending on the activity. The ICO states that every processing activity needs a lawful basis, and that privacy notices should explain which basis is being used.

### **5.1 Visitor services, bookings and events**

We may use your personal data to:

- process bookings, tickets and event registrations;
- manage attendance and visitor enquiries;
- contact you about your booking or event;
- administer refunds, changes or cancellations; and
- maintain basic visitor and event records.

Our lawful bases are usually:

- contract, where we need the data to provide a booking, ticket or service; and/or

- legitimate interests, where we need the data to run our museum activities efficiently and communicate with attendees.

## 5.2 Donations, fundraising, membership and supporter relations

We may use your personal data to:

- process donations and membership transactions;
- administer Gift Aid declarations;
- keep records of supporters and fundraising activity;
- send administrative communications about your support; and
- send news, appeals, invitations or other supporter communications where permitted.

Our lawful bases are usually:

- contract, where needed to administer a membership or transaction;
- legal obligation, where we must keep records for tax, charity or accounting purposes; and/or
- legitimate interests, where we maintain supporter relationships and communicate appropriately.

Where we send electronic direct marketing, we will do so only in line with UK GDPR and PECR and your communication preferences. The ICO states that direct marketing includes promoting an organisation's aims and ideals, including fundraising and campaigning.

## 5.3 Research access, collections use and enquiries

We may use your personal data to:

- assess and manage requests for access to collections, archives or research spaces;
- maintain records of collections use, specimen access, images or associated outputs;
- contact you about research visits, loans, permissions or acknowledgements;
- maintain records of research outputs connected with NSM collections; and
- manage lawful and secure access to collection areas and systems.

Our lawful bases are usually:

- legitimate interests, to manage collections access, document use and protect collections;
- contract, where we have agreed specific services or arrangements; and
- legal obligation, where record-keeping or compliance duties apply.

Where research or archiving-related processing is involved, NSM may also rely on the relevant UK GDPR and Data Protection Act 2018 research and archiving provisions, with appropriate safeguards. The ICO explains that UK law contains specific provisions for archiving in the public interest and for scientific or historical research.

## 5.4 Employment, volunteering, trusteeship and recruitment

We may use personal data to:

- recruit and assess candidates;
- administer employment, volunteering and trustee arrangements;
- manage payroll, pensions, expenses and benefits;
- support training, supervision and performance management;
- maintain health and safety, safeguarding and security records; and
- comply with legal and regulatory obligations.

Our lawful bases are usually:

- contract, where needed to enter into or perform a role;
- legal obligation, where employment, tax, safeguarding or regulatory duties apply; and/or
- legitimate interests, for workforce management and organisational administration.

## 5.5 Suppliers, contractors and consultants

We may use personal data to:

- procure and manage services;
- maintain supplier records;
- process invoices and payments;
- manage contracts, access and security; and
- maintain audit and compliance records.

Our lawful bases are usually:

- contract;
- legal obligation; and/or
- legitimate interests.

## 5.6 Security, CCTV and incident management

We may use personal data, including CCTV images where in use, to:

- protect visitors, staff, volunteers, collections, buildings and systems;
- investigate incidents, complaints or security concerns; and
- support lawful health and safety, insurance or legal processes.

Our lawful basis is usually legitimate interests, and in some situations legal obligation may also apply. The ICO's surveillance guidance says organisations using video surveillance must identify and document a lawful basis, and that in practice this is often legitimate interests rather than consent.

## 5.7 Website, digital services and communications

We may use personal data to:

- run our website and online services;
- respond to digital enquiries;
- provide newsletters or updates where you sign up;
- monitor use of our digital services; and
- improve user experience and content.

Our lawful bases may include:

- consent, where required, such as for certain optional cookies or marketing sign-ups;
- legitimate interests, to maintain and improve our services; and/or
- contract, where we provide an online service you request.

## **6. Special category and criminal offence data**

In limited cases, we may process special category data, such as health or accessibility information, where this is necessary and lawful, for example to support accessibility, employment obligations, safeguarding, or safe participation in museum activity.

We may also process criminal offence data in limited circumstances where UK law permits, for example for safeguarding, incident handling, legal claims or certain recruitment checks.

The ICO states that special category data needs both a lawful basis under Article 6 and an additional condition under Article 9, and that criminal offence data is subject to extra restrictions under Article 10 and domestic law.

## **7. Who we share your personal data with**

We may share personal data where necessary with:

- payment providers, ticketing and booking platforms;
- IT, website, cloud storage and database providers;
- payroll, HR, pension or professional advisers;
- auditors, insurers, lawyers and accountants;
- delivery, mailing or communications providers;
- partner organisations involved in joint events, research or projects;
- regulators, law enforcement or government bodies where required; and
- funders or grant bodies where reporting is required and lawful.

Where another organisation processes personal data for us, we will put an appropriate written contract in place. The ICO states that controller–processor arrangements require a binding contract containing specific safeguards.

## **8. International transfers**

We do not intend to transfer personal data outside the UK unless this is necessary and lawful. If we do, we will ensure that appropriate safeguards are in place.

The ICO states that restricted international transfers require a lawful transfer mechanism and suitable assessment of the protection given to the data.

## **9. How long we keep your personal data**

We keep personal data only for as long as necessary for the purpose for which it was collected, unless a longer period is required or justified by

law, regulation, accounting rules, insurance needs, archiving, scientific or historical research, or the establishment, exercise or defence of legal claims.

Retention periods vary depending on the type of data and the reason we hold it. We may retain some records for longer where they form part of the museum's archives or collections-related documentation and lawful safeguards apply.

The ICO states that personal data should not be kept for longer than necessary, although longer retention may be lawful for archiving in the public interest or scientific or historical research where appropriate safeguards are in place.

## **10. Your rights**

Under UK data protection law, you may have the right to:

- be informed about how we use your personal data;
- request access to your personal data;
- ask us to correct inaccurate or incomplete personal data;
- ask us to erase your personal data in some circumstances;
- ask us to restrict how we use your personal data in some circumstances;
- object to processing in some circumstances;
- receive a portable copy of certain personal data in some circumstances; and
- withdraw consent where we rely on consent.

The lawful basis we rely on can affect which rights apply in a particular case. The ICO states that people always have the right to object to processing for direct marketing.

If you want to exercise a right, please contact us using the details above. We may need to verify your identity before responding. The ICO says organisations should respond to a valid subject access request without undue delay and normally within one month, although this can be extended by up to two further months for complex or numerous requests.

For research and archiving-related processing, some rights may be limited in specific circumstances where the law allows and the required

safeguards are in place. The ICO explains that the Data Protection Act 2018 contains specific exemptions for scientific or historical research and for archiving in the public interest.

## **11. Marketing and supporter communications**

If you sign up for updates, make a donation, become a member, buy tickets or otherwise engage with us, we may send you communications about NSM's work, events, exhibitions, research, fundraising or related opportunities where lawful.

You can opt out of marketing communications at any time by using the unsubscribe link in an email, replying STOP where offered, or contacting us directly.

The ICO states that direct marketing includes fundraising and campaigning, and that PECR applies to unsolicited electronic marketing such as emails and texts.

## **12. CCTV and similar monitoring**

Where CCTV or similar monitoring is in use, it is used for purposes such as security, safety, incident investigation, protection of collections and premises management.

Appropriate signage or other privacy information will be provided where required. The ICO's video-surveillance guidance says organisations using these systems must be transparent and accountable about their use.

## **13. Cookies and website technologies**

Our website may use cookies or similar technologies. Where required, we will ask for your consent before using non-essential cookies or similar tools.

Further information should be set out in a separate Cookie Notice or cookie settings tool on the NSM website.

## **14. Changes to this notice**

We may update this Privacy Notice from time to time to reflect changes in our activities, services, technology, legal obligations or data protection practices.

The latest version will be made available on our website and, where appropriate, in print or on request.

## **15. How to complain**

If you have any concerns about how we use your personal data, please contact NSM first using the details above.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection. The ICO's website explains how to raise concerns and how individual rights requests work.