

Privacy Policy

Natural Sciences Museum CIO and related subsidiaries

Effective date: 01/04/2026

Last updated: 01/04/2026

The Natural Sciences Museum, its CIO, and related subsidiaries and affiliated entities (together, “Natural Sciences Museum,” “we,” “us,” or “our”) are committed to protecting your privacy and handling your personal data in a transparent and responsible way.

This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit or interact with our website, including any online services, forms, ticketing pages, donation pages, newsletters, and related digital features (the “Website”).

1. Who We Are

This Website is operated by the Natural Sciences Museum CIO and related subsidiaries and affiliated entities responsible for museum operations, exhibitions, education, membership, fundraising, retail, events, and related charitable or commercial activities.

For the purposes of applicable data protection law, the entity acting as the data controller for your personal data will generally be the Natural Sciences Museum entity that determines why and how your data is used.

Contact details:

Natural Sciences Museum CIO
149 Home Lane, Sheffield, UK, S6 4JR
Email: info@nsm-uk.org
Phone: 01146980642

2. Information We Collect

Information you provide directly

You may provide us with personal information when you contact us through forms, email, or phone; sign up for newsletters or mailing lists; buy tickets or book events; make a donation; purchase goods or services; become a member; apply for a job or volunteer role; or submit feedback, survey responses, or competition entries.

This information may include: name; email address; postal address; telephone number; payment and billing information; donation history; membership details; booking information;

correspondence and enquiry details; and CV, employment history, and other recruitment information where relevant.

Information collected automatically

When you use the Website, we may automatically collect your IP address, browser type and version, device type, operating system, pages viewed and time spent on pages, referral URLs, approximate location based on IP, and cookie and tracking technology data.

Information from third parties

We may receive personal data from payment processors, ticketing and event platforms, email marketing providers, analytics providers, social media platforms, publicly available sources, and partner organisations, sponsors, grant bodies, or affiliated entities where appropriate and lawful.

3. How We Use Your Information

We use personal data to operate, maintain, and improve the Website; provide ticketing, membership, donation, retail, and event services; respond to enquiries and requests; send service-related communications; send newsletters, updates, and marketing communications where permitted; process payments, donations, and orders; administer memberships and supporter records; run promotions, surveys, and competitions; analyse Website usage and performance; ensure Website security and prevent fraud or misuse; comply with legal and regulatory obligations; establish, exercise, or defend legal claims; and support our charitable, educational, scientific, and operational activities.

4. Lawful Bases for Processing

Where applicable law requires a lawful basis for processing personal data, we may rely on consent, contract, legal obligation, legitimate interests, public interest, or other lawful bases as applicable to our charitable, educational, and museum activities.

5. Cookies and Similar Technologies

We may use cookies, pixels, tags, and similar technologies to make the Website function properly, remember your preferences, analyse traffic and usage, improve performance, and support marketing and advertising activities where permitted.

Some cookies are essential to the operation of the Website. Others are optional and will only be used where required by law after you provide consent.

You can manage cookies through our cookie banner or your browser settings. Disabling some cookies may affect Website functionality.

6. Marketing Communications

We may send you news, event updates, fundraising appeals, membership information, and promotional communications where you have requested them, consented to receive them, or where we are otherwise permitted by law.

You can unsubscribe from marketing emails at any time by clicking the unsubscribe link in the email or by contacting us using the details in this Privacy Policy.

7. Sharing Your Information

We may share personal data with our subsidiaries, affiliates, and related entities; service providers that host, support, or operate the Website; payment processors and financial service providers; ticketing, CRM, membership, donation, and email communication providers; analytics and search engine providers; professional advisers, auditors, insurers, and legal counsel; regulators, law enforcement, courts, or public authorities where required; event partners, sponsors, or collaborating institutions where necessary for delivery of services and lawful to do so; and prospective buyers, transferees, or successor entities in connection with a restructuring, merger, or transfer of assets.

We require third parties processing personal data on our behalf to do so securely and in accordance with applicable law.

8. International Transfers

Your personal data may be processed in countries outside your home jurisdiction, including where our service providers or group entities operate internationally.

Where personal data is transferred internationally, we will take appropriate steps to ensure that adequate safeguards are in place, as required by applicable law.

9. Data Retention

We keep personal data only for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide services you request, maintain business and financial records, comply with legal, tax, accounting, and regulatory obligations, and resolve disputes and enforce agreements.

Retention periods may vary depending on the type of information and the purpose for which it was collected.

10. Security

We use reasonable technical and organisational measures to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

11. Your Rights

Depending on your location and applicable law, you may have rights including the right to access personal data we hold about you, request correction of inaccurate data, request deletion of your personal data, restrict or object to certain processing, request data portability, withdraw consent where processing is based on consent, and complain to a relevant supervisory or regulatory authority.

To exercise your rights, please contact us using the contact details below. We may need to verify your identity before responding.

12. Children's Privacy

We do not knowingly collect personal data from children through the Website except where relevant for museum programming, educational activities, bookings, or other lawful purposes and with appropriate safeguards.

Where children's data is collected, we will handle it in accordance with applicable law and, where required, obtain consent from a parent or guardian.

13. Third-Party Websites

The Website may contain links to third-party websites, platforms, booking systems, donation processors, or social media services. We are not responsible for the privacy practices of those third parties. We encourage you to review their privacy notices before providing personal data.

14. Recruitment and Volunteer Applications

If you apply for employment or volunteer opportunities through the Website, we may collect and process information relevant to recruitment, including contact details, application materials, qualifications, references, and right-to-work information where applicable.

That information will be used to assess your application, communicate with you, comply with legal obligations, and maintain recruitment records.

15. Donations, Memberships, and Supporter Records

If you donate, become a member, or otherwise support Natural Sciences Museum, we may use your information to process payments and administer your support, claim Gift Aid or similar tax relief where applicable, maintain supporter records, communicate with you about your

membership, donations, or related activities, and conduct supporter and fundraising administration in line with applicable law.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Where required, we will take additional steps to notify you of material changes.

17. Contact Us

If you have questions about this Privacy Policy or how your personal data is handled, please contact:

Natural Sciences Museum CIO
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Email: info@nsm-uk.org
Phone: 01146980642

If applicable, you may also have the right to lodge a complaint with your local data protection authority.