



## Photo Museum Ireland GDPR policy

Photo Museum Ireland values the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by us and how we use it. If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

### General Data Protection Regulation (GDPR)

We are a Data Controller of your information. Photo Museum Ireland's legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Information we collect and the specific context in which we collect the information:

- Photo Museum Ireland needs to perform a contract with you
- You have given Photo Museum Ireland permission to do so
- Processing your personal information is in Photo Museum Ireland legitimate interests
- Photo Museum Ireland needs to comply with the law

Photo Museum Ireland will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. If you wish to be informed what Personal Information we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- The right to access, update or to delete the information we have on you.
- The right of rectification.
- The right to object.
- The right of restriction.
- The right to data portability.
- The right to withdraw consent.

## **Log Files**

Photo Museum Ireland follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analysing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

## **Cookies and Web Beacons**

Like any other website, Photo Museum Ireland uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimise the users' experience by customising our web page content based on visitors' browser type and/or other information. Our website uses Google Analytics, a web analytics service provided by Google. Google Analytics uses 'cookies', which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **Privacy Policies**

You may consult this list to find the Privacy Policy for each of the advertising partners of Photo Museum Ireland. Third-party ad servers or ad networks use technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on Photo Museum Ireland, which are sent directly to users' browsers. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalise the advertising content that you see on websites that you visit. Note that Photo Museum Ireland has no access to or control over these cookies that are used by third-party advertisers.

## **Third-Party Privacy Policies**

Photo Museum Ireland's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options. You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

## **Children's Information**

Photo Museum Ireland Privacy Policy is mindful of the need to protect children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity. Photo Museum Ireland does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

## **Online Privacy Policy Only**

This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect in Photo Museum Ireland. This policy is not applicable to any information collected offline or via channels other than this website. The website contains links to other sites not controlled or operated by Photo Museum Ireland is not responsible for the privacy policies of websites that it does not control or operate. You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt-out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

## **Newsletter Service**

Any personal information that a user or visitor volunteers to Photo Museum Ireland will be treated with the highest standards of security and confidentiality, strictly in accordance with the Data Protection Act, 1988, as amended by the Data Protection (Amendment) Act, 2003.

1. In order to use this site effectively and receive our email newsletter, the user or visitor will be asked for information when registering with us. We require a name and email address.
2. No information provided will be divulged to any other third party save pursuant to clause 4 hereof, unless we receive your prior authorisation and/or we are required to do so by law.
3. We will take reasonable precautions to prevent the loss, misuse or alteration of information you give us. Agents or contractors of Photo Museum Ireland who have access to the information you give us in the course of providing services to us are required to keep that information confidential and are not permitted to use it for any purpose other than to carry out the services which they are performing for us.

4. You can manage your data regarding the newsletter subscription online at <https://PhotoMuseumIreland.org/newsletter/profile/>

## Consent

**By using our website, you hereby consent to our Privacy Policy and agree to its terms. If you choose to visit this site and use this site, your visit and use and any dispute arising in respect of privacy, is subject to this Privacy Policy and our Terms and Conditions of Use including the limitations and the exclusions expressed and included therein.**

This Privacy Policy will be the subject of change and the use of information that we gather shall be subject to the privacy notice in effect from time to time. It shall be your responsibility to check our website frequently to see recent changes.

## Right of erasure

If you have given us information about yourself and would like copies of that information, or you would like us to correct any factual inaccuracies in that information, or if you would like that information deleted from our records, then please contact us at [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie)

We will use reasonable efforts to supply, correct or delete information about you on our files.

For any further queries on Photo Museum Ireland's Privacy Policy GDPR, please contact [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie)

*The policy and its terms have been approved by the staff and Board of Directors of Photo Museum Ireland in **March 2022** and will remain publicly available online.*

## Privacy Policy

## **What information do we collect and why?**

### **Newsletter Mailing List:**

We use our Newsletter to share our latest news, exhibitions and events. Like many organisations, we use MailChimp to manage our mailing list. MailChimp has taken steps to be fully compliant with new GDPR legislation. You can unsubscribe at any time, and each newsletter has the option to manage your preferences. To sign up to our newsletter, you need to provide a name and an email address. We use Open Tracking to access the success of an email campaign – this data is supplied by MailChimp and used for internal reporting only.

### **Event Booking:**

We occasionally use Eventbrite and TicketTailor to manage our event bookings, Eventbrite and TicketTailor are GDPR compliant. You are asked to supply a name and email address – we have access to this information, and it is used solely to keep you updated about the event you have booked on to.

### **Website:**

We use Google Analytics to measure how our visitors interact with our website content. Google Analytics provides anonymous information through the use of cookies – this information is used for reporting purposes only.

### **Images:**

At public events such as exhibition launches, we employ photographers to capture images of people engaging in our programme. These images are used for marketing purposes, including our website, our social media platforms (Twitter, Facebook, Instagram), and sent to press. Whenever we have a photographer employed for this purpose, we will clearly display a sign notifying people that photography is taking place. If you do not wish to be photographed at one of our events, please notify a member of staff. If you see an image of yourself on our website or social media that you do not consent to the use of, please notify [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie), and we will arrange to have the image removed, and deleted from our records.

Meeting House Square Temple Bar, Dublin D02 X406 Ireland [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie) t. +353-1 6714654

### **Security:**

All personal information that we collect is held securely by Photo Museum Ireland through reasonable physical, electronic and managerial procedures to keep data safe both electronically and in hard copy form.

### **Consent:**

Personal information will not be used for any unrelated purposes without prior consent, and we do not share your personal information with third parties. By sharing your personal information with Photo Museum Ireland through our website by telephone or email, you consent to the collection, storage and processing of your personal information. You can withdraw consent at any time by contacting [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie)

### **Under 18:**

It is your responsibility to obtain permission from a parent or guardian before providing us with your personal information if you are under 18.

**External Links:**

Photo Museum Ireland will occasionally link to an external website in our Newsletters or on our website – we cannot be held accountable for the Privacy Policy of these external sites, please proceed with caution.

**Access Right:**

If you would like to access or update the personal information Photo Museum Ireland holds, please contact [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie)

If you have any concerns regarding our Privacy Policy, please contact [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie)