

Privacy Notice (How we use your information)

Museums & Galleries: Marketing and Publicity

We are responsible for managing Kirklees Museums & Galleries which consists of two museums (Tolson Museum in Huddersfield and Bagshaw Museum in Batley); One historic houses (Oakwell Hall & Country Park in Birstall); as well as Huddersfield Art Gallery.

They are all well-loved local attractions, appreciated for their heritage, recreational and learning benefits; Oakwell has national and international importance because of the Bronte literary connections.

We are also responsible for caring for the Kirklees Collection of artworks and objects.

The categories of information that we collect, process, hold and share include:

- Personal information (such as name, date of birth and address):
 - Your name
 - Address
 - Telephone number
 - Email address
 - Your photograph, video and/or words (if recorded)

- Characteristics (such as gender, ethnicity and disability):
 - None

Why we collect and hold this information

We use this personal data in order to:

- Publicise our Museums & Galleries and programme with photographs of events in print, online, on social media and internally within Kirklees Council
- Document and record events at our Museums & Galleries with photographs
- To support internal reports to the Council Senior Leadership and Executive Teams and elected Council representatives with photographs
- To support and provide evidence in applications for external funding with photographs
- Send you information on events at our museums, news and information on our exhibitions programme (Direct Marketing), if specific and clear consent is given
- Enable us to carry out specific functions for which we are responsible

The lawful basis on which we use this information

We collect and process information about you under GDPR Article 6:

- (a) Consent or consent of a legal guardian for under 16s.

You provide clear consent for us to process your personal data for a specific purpose (eg. email address to receive email marketing, or photograph for publicity purposes)

Storing this information

We will hold the information about you securely, and for no longer than reasonably necessary. We will hold it for **2 Years** before reviewing our marketing and publicity needs and if we then wish to extend this, we will contact you in order to seek permission to renew your consent.

In order to use it for the above purposes

Who we share this information with

We routinely share photographs, video and/or words only with:

- Other services within Kirklees Council:
 - Communications and Graphics
 - Council Senior Leadership and Executive Teams
 -
- Other partners
 - Arts Council England: Museum Accreditation Scheme
 - Kids in Museums
 - National Lottery Heritage Fund

Please note, email addresses and other personal information are not shared with third parties for direct marketing purposes.

Why we share this information

We share information with Arts Council England: Museum Accreditation Scheme, Kids in Museums, Museum Development Yorkshire, National Lottery Heritage Fund to support and evidence applications for awards and funding.

We do not share personal information about you with anyone else without consent unless the law and our policies allow us to do so.

Further information

If you would like further information about how we manage your data, please see the [Kirklees Council privacy notice](#).

If you would like further information about this privacy notice, please contact:



Ralph Parmar, Museums Operational Manager (ralph.parmar@kirklees.gov.uk)

If you have any worries or questions about how your personal data is handled, please contact the Data Protection Officer at DPO@kirklees.gov.uk or by ringing 01484 221000.