

# PRIVACY STATEMENT



GORDON  
RUSSELL  
DESIGN  
MUSEUM

The Gordon Russell Trust registered charity number: 326446  
Gordon Russell Design Museum  
15 Russell Square  
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WR12 7AP  
[info@gordonrusselldesignmuseum.org](mailto:info@gordonrusselldesignmuseum.org)  
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The Gordon Russell Design Museum (“we”, or “GRDM”) take the privacy of your information very seriously. This privacy statement explains how and for what purposes we use your personal information (meaning any information about you which is personally identifiable such as your name, address, telephone number or email address and is generally referred to throughout this policy as “Your Information”).

Please note that this privacy statement does not apply any third party websites which are linked to by the Site.

Our privacy policy has been updated inline with The General Data Protection Regulation (GDPR) which is due to come into force on the 25th May 2018.

Our websites include:

<http://www.gordonrusselldesignmuseum.org>

<http://www.gordonrussellmuseum.org>

<http://www.gordonrusselldesignmuseum.org.uk>

<http://www.planeandsaw.com>

<http://www.planeandsaw.co.uk>

## WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We may collect and process Your Information when you register with us to receive further information from us, contact us for any reason, join our Friends network or donate. We may also ask you for information when you enter a competition or promotion sponsored by us. We may ask you for your name, postal address, telephone number and email address and may also request additional information from you. We will make it clear to you what information we need in order to provide you with the information, goods or services you have requested, and what information you can provide on a voluntary basis. If you are a financial

supporter of the GRDM by donating, sponsoring or joining our Friends network we will ask for information that allows us to administer your donation. This will typically include information such as your name, address, telephone number, email, payment details and Gift Aid status.

If you win one of our competitions, we may publish your first name, last initial, location, picture, and a description of the prize (e.g., the amount of any monetary prize) that you have won on our website and in advertisements and promotional materials as we may disseminate through various media.

**Website analytics.** We use Google Analytics to collect information about how you interact with our website or mobile applications, including what pages you visit, what site you visited prior to visiting our website, how much time you spend on each page, what operating system and web browser you use and network and IP information. We use the information provided by these tools to improve our Services and website experience. These tools place persistent cookies in your browser to identify you as a unique user the next time you visit our website. Each cookie cannot be used by anyone other than the service provider (ex: Google for Google Analytics). The information collected from the cookie may be transmitted to and stored by these service partners on servers in a country other than the country in which you reside. Though information collected does not include personal data such as name, address, billing information, etc., the information collected is used and shared by these service providers in accordance with their individual privacy policies. You can control the technologies we use by managing your settings through our Cookie Policy.

## CHILDREN

The privacy of children on the Internet is particularly important. We will not knowingly collect personal information from any child under 13 years old. If you are under 13, you may not register for an Account or otherwise provide any personal information to us. If we become aware that a child under 13 has submitted information to us, we delete this information immediately. We encourage parents to instruct their children to never give out their personal information, without permission, when online.

### Information security

We have implemented all reasonable and practical steps to ensure the security of the data once provided in an effort to protect your information. Please be aware, however, that no security measures are perfect. We cannot guarantee the security of your information, nor can any transmission over the Internet can ever be guaranteed to be totally secure. Therefore, we cannot ensure or warrant the security of any information that you provide to us.

## HOW WILL WE USE YOUR INFORMATION?

We will use the information we collect from you in order to:

- Provide you with the information, goods or services that you have requested
- Send you information about other products and services that may be of interest to you, if you have given us your permission to do so
- Administer, support and improve the services and information we provide through the Site
- Notify you about important changes or developments to our services or the website.
- We will ensure that we only keep Your Information for as long as is necessary.

## SHARING INFORMATION

We will not share Your Information with a third party except if we are under a duty to disclose or share it in order to comply with any legal obligation, or in order to enforce our Terms of Service or any other agreement which we enter into with you. If so, we will take all steps reasonably necessary to ensure that Your Information is treated securely and in accordance with this privacy statement.

## ACCESS TO YOUR INFORMATION, CORRECTION AND UNSUBSCRIBING

To find out more about how Your Information will be used, or to make a complaint, please contact us by email at [info@gordonrusselldesignmuseum.org](mailto:info@gordonrusselldesignmuseum.org).

You have the right to request a copy of the information that we hold about you, subject to a small charge. If you would like to request such a copy, please contact us by email at [info@gordonrusselldesignmuseum.org](mailto:info@gordonrusselldesignmuseum.org).

You may ask us to correct or remove information you think is inaccurate by contacting us by email at [info@gordonrusselldesignmuseum.org](mailto:info@gordonrusselldesignmuseum.org).

You have the right to unsubscribe from any emails or other types of communication we send you. To change email preferences, please contact us by email at [info@gordonrusselldesignmuseum.org](mailto:info@gordonrusselldesignmuseum.org). You can also unsubscribe by clicking on the link at the bottom of every email we send to you. Once unsubscribed you will no longer be contacted by us.

## CHANGES TO THIS POLICY

We reserve the right to amend this privacy statement from time to time to reflect changes to our charity, website or to any applicable legislation. You should therefore revisit this privacy statement on a regular basis to ensure you are familiar with its terms and any changes which are made.