



## **Photo Museum Ireland Privacy Policy**

### **GDPR & Privacy Policy**

Updated: February 2023

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

#### **Newsletter Mailing List:**

We utilize our Newsletter to disseminate our latest news, exhibitions, and events to our valued subscribers. As part of our commitment to compliance with GDPR legislation, we leverage MailChimp for managing our mailing list, ensuring robust data protection measures. MailChimp provides options for individuals to unsubscribe at any time, and each newsletter contains a preference management feature for personalized control. To enhance our communication and tailor content to your interests, we are expanding our data collection to include additional fields such as job title and organization name, in addition to requiring a name and email address. Furthermore, to streamline our outreach efforts and better serve our community, we are integrating our mailing list with Salesforce. Rest assured, any data collected will be handled with the utmost care and used solely for internal reporting purposes. We also utilize Open Tracking through MailChimp to assess the efficacy of our email campaigns, ensuring we deliver content that resonates with our audience.

#### **Event Booking:**

We now utilize TicketTailor to manage our event bookings, ensuring a seamless and secure experience for our attendees. TicketTailor adheres to GDPR guidelines, safeguarding your personal information. When booking an event, we collect your name and email address, which are used exclusively to provide updates and essential information related to the event you have registered for.

In alignment with our marketing efforts, we are expanding our data collection to better understand and serve our audience. Alongside your name and email address, we now request additional information such as age and occupation. This data enables us to tailor our marketing communications, ensuring they are relevant and valuable to you. Rest assured, your information is handled with the utmost confidentiality and used solely for marketing purposes related to our events.

**Website:**

We've upgraded our website analytics with Google Analytics to not only report on visitor interactions but also tailor our marketing. By analyzing anonymized data, including demographics and browsing behaviors, we can now personalize our marketing efforts to better meet your needs. Rest assured, your privacy remains our top priority, and all information collected is handled in accordance with our privacy policy.

**Social Media:**

We employ data analytics tools on platforms like Instagram and Facebook for both research and marketing objectives. These tools allow us to gather valuable insights into user behavior, preferences, and trends. By leveraging this data, we can refine our marketing strategies and tailor content to better resonate with our audience. Rest assured, we handle all collected information responsibly and in accordance with our privacy policy.

**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 (Facebook, Instagram), and sent to the 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

**Surveys:**

We're committed to enhancing our performance and tailoring our marketing efforts to better serve you. To achieve this, we'll be conducting both physical and online surveys among visitors to our gallery and participants in our courses. Your feedback is invaluable in helping us understand your needs, preferences, and areas for improvement.

By participating in these surveys, you're contributing directly to the enhancement of your experience with us. Whether you're providing insights on gallery exhibitions or sharing feedback on course offerings, your input enables us to make informed decisions that benefit our entire community.

Rest assured, all survey responses are treated with the utmost confidentiality and used solely for internal analysis and marketing purposes. Your feedback guides our efforts to continually refine and elevate the services we provide. Thank you for being a part of our journey toward excellence.

**Consent:**

Your privacy is important to us. We are committed to using your personal information only for relevant purposes and will never share it with third parties without your prior consent. By providing your personal information to Photo Museum Ireland through our website, by telephone, or via email, you consent to the collection, storage, and processing of your data for the intended purposes.

You have the right to withdraw your consent at any time by contacting us at [info@photomuseumireland.ie](mailto:info@photomuseumireland.ie). We respect your privacy choices and will promptly honor any requests regarding the use of your personal information.

**Security:**

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

**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 occasionally provides links to external websites in our newsletters, website, and social media posts. While we strive to ensure the quality and relevance of the content on these external sites, we cannot be held accountable for their privacy policies. Therefore, we advise proceeding with caution and reviewing the privacy policies of these external sites before providing any personal information or engaging with their content. Your privacy and security are important to us, and we encourage you to make informed decisions when navigating to external websites linked from our platforms.

**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).