

## **Stowe House Privacy policy**

The Stowe House Preservation Trust (SHPT) is a charitable organisation. In line with the General Data Protection Regulations (GDPR) 2018 and the Data Protection Act 2017, SHPT and its trading arm, Stowe House Enterprises Ltd (SHEL) makes every effort to comply with these principles.

### **What information do we collect about you?**

When you book on-line for a visit or event on our website, when you sign up for a Stowe House membership or when you enquire via telephone we collect information about you. This information may only be a telephone number or it may be your full postal and e-mail address depending upon which of our services you have used.

### **How will we use the information about you?**

This information about you is used to process your orders and bookings, manage your account, process your applications and to email you about other products, services and promotions we think may be of interest to you. We would like to send you information about restoration, events, fundraising and other activities. The use of your information may involve sharing the information with other organisations at Stowe, particularly Arts@Stowe School. We will never pass your information onto outside agencies.

Your personal data will be used:

- To enable us to provide a service for the benefit of the public as specified in our constitution
- To fundraise and promote the interests of the charity;
- To manage our employees and volunteers;
- To inform you of news, events, activities and services running at Stowe House

We will endeavour to:

- collect your personal data for relevant and limited reasons
- process your personal data in a clear and transparent way.
- collect your personal data for explicit and legitimate reasons

- keep your personal data with the appropriate security levels
- keep your personal data accurate and up to date

## **Marketing**

If you have consented to receive the marketing mentioned above you may opt out at any point to stop us from contacting you for marketing purposes. This can be done by clicking on the unsubscribe link in any marketing email received.

When someone visits [www.stowehouse.org](http://www.stowehouse.org) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out statistics such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

As part of the registration process for our monthly e-newsletter, we collect personal information. We use that information for a couple of reasons:

- to tell you about information you've asked us to tell you about
- to contact you if we need to obtain or provide additional information
- to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our e-newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing us on [shptinfo@stowe.org.uk](mailto:shptinfo@stowe.org.uk)

## **Access to your information and correction**

You have the right to request a copy of the information that we hold about you. You may ask us to correct or remove information you may think is inaccurate, and we will follow your most recent data protection instruction.

If you would like a copy of some or all of your information please [email](#) or write to us at the following address:

Visitor Experience Manager

Stowe House  
Stowe  
Buckinghamshire  
MK18 5EH

[spullen@stowe.co.uk](mailto:spullen@stowe.co.uk)

We may ask you to verify your identity before supplying the information with appropriate identification.

### **Cookies**

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. It may also be used to optimise your experience on our website.

For further information

visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

Stowe House and Stowe School also uses cookies in its email communications to personalise the email and track whether the mail has been opened or read and whether the recipient has used any website links contained in the email communication. This allows us to monitor and improve our email communications and website.

### **Links to third party websites**

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policy.

### **Security**

Stowe House Preservation Trust holds your personal data in accordance with the security provisions of the UK Data Protection legislation. We use industry standard Secure Server Software (SSL) for your transactions with us. It encrypts all of your personal information, including credit card number, name and address, so that it cannot be read as the information travels over the internet.

**Notification of changes**

We keep our privacy policy under regular review and we will place any updates on this web page.

**This privacy policy was last updated on 20<sup>th</sup> June 2018**

**It will be reviewed annually.**

## **Data Protection Policy Document June 2018**

### **Stowe House Preservation Trust SHPT)/Stowe House Enterprises Limited (SHEL)**

#### **What information do we hold?**

##### SHEL holds:

- information from members of the public captured from Stowe House memberships (names, postal and e-mail address, photo)
- information from members of the public making on-line bookings (names and e-mail address)
- information from volunteers, past and present (names, postal and e-mail address, telephone numbers, photo, CV)
- information on past and present members of staff (names, postal and e-mail address, photo, CV)
- information on past and present trustees (names, postal and e-mail address, photo, CV)
- information gathered from members of the public regarding photographic consent

##### SHPT holds:

- information on descendants (living and deceased) of the Temple-Grenville family (names, county of location, date of birth)

#### **Why do we need this personal information?**

We use this personal information to tell our visitors, members and volunteers about our events and monthly news. We never pass personal information onto third parties outside of Stowe House and Stowe School.

### **How do we communicate our new policy to the public?**

The new policy will be available on our website and can be emailed or posted upon request.

### **What procedures do we have in place to cover individual's rights?**

We are able to delete or change personal data upon request.

We are able to provide personal data electronically.

We are able to facilitate access requests to personal data upon request.

### **How do we seek, record and manage consent?**

We collect personal data via:

- the Welcome Centre till (membership information)
- the Stowe House website (booking information)
- volunteer recruitment (CV information)

At each of these points of contact, we will ask, via a tick box, that we can retain personal information. We also make clear that this personal information can be accessed, changed and deleted upon request.

### **Do we keep any children's personal data?**

We have personal information on young people under 18 if they have volunteered for SHEL.

## **How do we prevent data breaches?**

Any personal information, no matter where it originates from, is kept under password-protected or locked filing cabinet. Only SHPT members of staff have access to this information.

It is our responsibility to detect, report and investigate and data breaches.

## **Data Protection Officers**

Stowe House staff, based as Stowe House, are responsible for protecting personal data. This includes:

Chief Executive Officer (CEO)

Visitor Experience Manager (VEM)

Visitor Experience Officer (VEO)

House Custodian (HC)

Community and Learning Co-ordinator (CLC)

The VEM is responsible for carrying out the Data Protection policy.