

# The Trojan Museum Trust's Privacy Policy

The Trojan Museum Trust (TMT) is a charitable trust set up to work towards establishing a museum dedicated to the vehicles and products of Trojan Ltd. formerly of Croydon. This privacy policy explains why and how we collect information about you, what we collect, and how we use it. It also explains your rights in respect to your information.

## When do we collect information about you?

We collect the information you give us when you:

- Register by e-mail to receive our twice-yearly newsletter.
- Register by post to receive our twice-yearly newsletter.
- Donate.
- Place an order at our shop.

We also collect information from you if you:

- Contact us by email, telephone, or post.
- Volunteer to help TMT.
- Give us any personal information when we meet face-to-face (for example at an event).

## Why do we collect information about you?

The EU General Data Protection Regulations and associated UK Data Protection law set out seven legitimate reasons, or "justifications", for collecting and processing your personal information. These include:

- Your consent. This must be explicit and given in advance. Your consent is always required unless one of the other justifications applies.
- Processing is necessary for the performance of an agreement. This applies to contractual situations, such as purchases from our shop:
- Processing is required under a legal obligation. An example is our statutory duty to maintain accurate accounting records.
- Processing is necessary to pursue our legitimate interests. We need to pursue our charitable objects as efficiently as possible. Maintaining records of your enquiries to us and our replies to you helps with this. So does building up our understanding of people's interest in Trojan Ltd. from public sources. There is a caveat here, because our legitimate interest in your information must not unjustifiably prejudice your personal interests.

Specifically, we rely on:

- Your explicit consent for our newsletter mailing list.
- Performance of an agreement to fulfil your shop orders.
- Legal obligation in respect to any financial transactions, including donations and shop orders.
- Our legitimate interests for information gathered from your enquiries to us, from your volunteering to help TMT and from miscellaneous conversations or public sources.

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

The information we collect may include:

- Your title.
- Your name(s).
- Your contact details (these may include your postal address, telephone number, email address and/or a social media contact address).
- Information about your donation(s) to TMT (including the dates and values of your donations and associated Gift Aid or other instructions).
- Information about your purchases from our shop (including the dates and values of your purchases and the items purchased).
- Other miscellaneous information you choose to give us (for example in an email enquiry to TMT).
- Miscellaneous information from public sources.

We TMT do not collect, process, or store your personal credit or debit card information.

## **Your rights**

You have several rights in respect to your information, including to:

- Request a copy of the information we hold.
- Have any inaccuracies in your information corrected.
- Obtain and reuse your information for your own purposes.
- Seek erasure of your information (known as the "right to be forgotten")
- Prevent us using your information for marketing.

Please contact us if you want to exercise any of your rights.

*Updated: November 2023*