

## Christina Lister Comms – Privacy policy

This Privacy Policy sets out my policy with respect to information that can be associated with or which relates to a person and/or could be used to identify a person ("Personal Data"). It sets out why and when I collect personal data, and the steps I use to ensure that data is stored securely, responsibly and in line with GDPR legislation.

### About Christina Lister Comms

Christina Lister is a consultant working with museums, heritage sites and other cultural organisations on marketing and audience development strategy; training; research and evaluation; and workshop facilitation.

My company is registered with the [Information Commissioner's Office](#), registration no. ZA285987.

### Guiding principles

I take the privacy of your Personal Data seriously. The following principles guide how I manage Personal Data:

- I minimise the personal data I collect and hold;
- I am clear about what personal data I collect and why;
- I store personal data securely;
- I don't store personal data longer than necessary to fulfil my services or to comply with HMRC or other legal requirements;
- I do not share your Personal Data with other organisations, unless they are required to process your data in order to deliver a service for me – for example Mailchimp for e-newsletter and ticketing providers for events I organise (please see below);
- I will process Subject Access Requests promptly upon verification of the subject's identity;
- I will notify the Information Commissioner's Office of any serious data breaches once known.

### What Personal Data I collect and why

**Business contacts:** I store names, email addresses and telephone numbers in order to communicate and work with clients, suppliers, sector organisations, funding bodies, media and other freelancers. Contact details are provided by the individuals themselves through emails, virtual and in-person networking, or sourced through publicly available data on websites.

**Audience research:** I undertake research and consultation on behalf of clients, which may include visitor surveys, focus groups, online surveys, observation and interviews. Permission and consent is always sought from participants and often this research is anonymous, with no personal data collected. Where it is deemed necessary to collect personal data, I will specify the purposes for which the personal data will be used, how it will be stored and for how long, after which time it will be deleted or destroyed. Participants have the right to withdraw consent at any time. To make sure online surveys are reliable and robust I will sometimes limit responses to one per device by capturing an IP address. However, this is never used for analysis or linked to any other personal data. I use [Survey Monkey \(privacy policy\)](#) and [Smart Survey \(privacy policy\)](#) for online surveys.

**Photography:** As part of clients' public events, I will sometimes commission photography to document the events, for use in project evaluation, feeding back to funders and for future marketing activities. Consent

will always be sought from participants and audience members first, with a written consent form and information given to participants explaining how the photos may be used and with contact details for any future enquiries. Participants have the right to withdraw consent at any time.

### **How long I keep your data**

I am required under UK tax law to keep your basic personal data for event bookings (name, address, contact details) for six years, after which time it will be destroyed.

### **Your rights over your information**

You have the right to:

- Have a copy of the personal information I hold about you;
- Have inaccurate personal data corrected, erased or destroyed in certain circumstances;
- Have your data erased ('right to be forgotten or 'right to erasure') in certain circumstances;
- Restrict the processing of your personal information in certain circumstances, such as if it is likely to cause or is causing damage or distress.

Further information on these rights can be obtained from [the Information Commissioner's website on the rights of individuals](#).

### **My website and social media accounts**

My website is built on [Square Space \(privacy policy\)](#).

I use social media account to connect with other people and organisations in the sector, to share and learn. This includes:

[An account on Twitter: Twitter's Privacy policy](#)

[A profile on LinkedIn: LinkedIn's Privacy policy](#)

And sometimes using social media management platform [Hootsuite](#) to schedule content: [Hootsuite's Privacy policy](#)

I occasionally use the analytics tools provided by these platforms to understand how I can use them better.

### **Museum Freelance**

I am also a director of Museum Freelance which is registered separately with the Information Commissioner's Office (no. ZA781958). Please see the separate [privacy policy](#) which applies to Museum Freelance.

### **Contact**

If you've got any questions or concerns, or would like to know more about data I may have collected about you, please email [comms@christinalister.co.uk](mailto:comms@christinalister.co.uk).

This policy was updated on 27 September 2020 with immediate effect.