

Privacy Policy

This is the Privacy Policy of Stichting Provinciaal Museum Limburg (The Bonnefantenmuseum), which is located in Maastricht, at Avenue Céramique 250, 6221 KX. It describes how we deal with your personal data. The Bonnefantenmuseum attaches great value to your privacy, and we will always process your personal data in accordance with the General Data Protection Act.

1. Scope

This privacy policy applies to all the personal data that the Bonnefantenmuseum collects about you and uses when you visit our website, app or webshop, make a donation, sponsor us, take part in one of our receptions or events, use one of our other **services**, purchase something from the ticket shop or webshop, and/or buy **products** from us in any other way. Personal data is data that allows us to identify you as an individual, as set out below under 'The personal data that we process'.

2. The personal data that we process

Depending on the **services** you use or **products** you buy, the personal data that we collect about you and process includes:

- Your contact details, such as name, e-mail address, address and (mobile) phone number.
- Your account details and (electronic) identification details, such as your bank account number, and electronic identification details like your IP or MAC address.
- Information regarding the use of our online services, such as the web pages you visit, the products and services you are interested in, and the contents of your shopping basket.
- Information regarding the products and services you buy from us, such as your hobbies and interests, profession/work, photos, personal characteristics and the knowledge that you have used that specific product or service.
- The content of your communication with us, for example when you contact us by e-mail, telephone or otherwise.

3. The purposes and legal grounds of the processing of your personal data

The Bonnefantenmuseum collects and uses your personal data for the purposes set out below, based on legal grounds. Insofar as the Bonnefantenmuseum already has personal data about you, this personal data will be used for the same purposes and legal grounds.

- Necessary for carrying out an agreement:
Your personal data is collected and processed in order to deal with your purchase of products and your request to provide services. We also process your personal data in order to deal with any requests, complaints or questions you might have.
- Necessary for protecting the legitimate interest of the Bonnefantenmuseum:
We may use the aforementioned personal data to improve our products and services and to better understand and target our visitors and business relations, both at aggregate and individual level. This means that we analyse your use of our products and services, and use this information to improve our products and services and to offer you a better user experience (for example, we analyse which pages of our website you visit and which



products and services you use, so that we can create personal profiles and determine what might interest you and which recommendations to give you when you use our services).

- On the basis of permission:
Insofar as necessary, we will ask your permission to keep you informed of news and special offers regarding our products and services. You may withdraw your permission at any time.
- Necessary for complying with a legal obligation:
We may use your personal data in order to observe applicable regulations, to comply with requests from public and government bodies, or to help with law enforcement.

4. Use of cookies

Our website and apps make use of cookies in order to increase user-friendliness, effectiveness and security, as well as for marketing purposes. Cookies are small text files that are stored on your computer, tablet or smartphone when you first visit our website.

The Bonnefantenmuseum uses only technical, functional and analytical cookies, which do not intrude on your privacy. The cookies we use are necessary for the technical operation of the website and for your ease of use. They ensure that the website works properly and that your preferences are stored, for example. They also help us optimise our website. You can opt out of cookies by disabling them in your internet browser settings. Through your browser settings, you can also delete all the information previously stored.

5 Who receives your personal data?

Only authorised Bonnefantenmuseum staff have access to your personal data, insofar as that is necessary with regard to carrying out their work for the Bonnefantenmuseum.

We will never make the personal data you give us available to third parties without your express prior permission, unless it is necessary for realising purposes as described under point 3. For instance, we may pass on your personal data to suppliers/service providers to carry out agreements we have made with you, in order to process payments, for example. We may also make your personal data available to public bodies in order to observe applicable legal obligations.



6. Passing on your personal data

Unless otherwise stated, we process and store your personal data in the European Union. It may be the case that our service providers hand over your personal data outside the European Economic Area (EEA) to a country that under European legislation does not provide the same level of protection as the country where you normally use your products and/or services. We will then take the necessary steps to guarantee that your personal data is adequately protected, such as drawing up EU standard contracts with parties outside the EEA.

7. Security

We take appropriate and reasonable security measures for protecting your personal data against unlawful access, changes, publication, loss or improper use, and for the protection of the accuracy and integrity of your personal data. In order to safeguard a risk-based level of security, we take technical and organisational measures, including securing the access to our systems.

If you think that your data is not secure or if there is any indication of misuse, please contact us via info@bonnefanten.nl.

8. How long do we retain your personal data?

We retain your personal data as long as necessary or permitted in the light of the purposes for which it was collected, and as set out in this Privacy Policy. The criteria used in determining our retention period include:

- The period of our standing relationship with you;
- Whether we are subject to a legal obligation;
- Whether retention is desirable in the light of our legal position (for example, in connection with complying with general terms and conditions, legal matters or inquiries).

9. What are your rights regarding your personal data and how can you exercise these rights?

Under the applicable legislation, you have various rights regarding your personal data, including:

- Right of access:
At your request, we will provide you, free of charge, with information about your personal data that we process
- Right of rectification:
At your request, we will correct, add to, block or delete your personal data if it proves incorrect, incomplete or irrelevant to the purpose or purposes of the processing, or if it is processed in any other way that infringes a legal provision.
- Right to retract permission:
At any time, you can retract your permission for us to process your personal data in the future.
- Right to restrict processing:
If applicable, you have the right to request the Bonnefantenmuseum to restrict the processing of your personal data. This means that your personal data may not be processed and changed (temporarily).
- Right to erasure:
If applicable, we will delete your personal data without undue delay (right to be forgotten)



- **Right to object:**
If applicable, you have the right to object to the processing of your personal data on the basis of the Bonnefantenmuseum's principle of 'legitimate interest'
- **Right to transfer data:**
If applicable, we will provide an overview of the personal data you have given us, so that this data can be transferred to another party that processes data, insofar as this is technically possible (data portability)
- **Right to lodge a complaint:**
Finally, you have the right to lodge a complaint with the supervisory authority if you believe that your personal data has been processed in breach of this privacy statement.

If you wish to exercise one of your rights, you can do so by contacting us through the details below (point 11).

In order to ensure that the request for access has been made by you, we ask you to send a copy of your ID along with the request. To protect your privacy, you should block out your photo, MRZ (machine readable zone: the strip with numbers at the bottom of the passport), passport number and Citizen Service Number (CSN). We will respond to your request as soon as possible, but within four weeks at the latest.

10. CCTV in the Bonnefantenmuseum

The body responsible for processing personal data obtained through CCTV is the Bonnefantenmuseum. Several cameras (visible or otherwise) are positioned on, around and in the buildings. The positions of the cameras are indicated by stickers, signs or other means. The cameras are intended to guard our property and the property of third parties, as well as to increase the protection of the buildings, and the security and social safety of the people in and around them.

The resulting data processing is necessary for protecting the Bonnefantenmuseum's legitimate interest in the security of property and persons. Only authorised persons have access to the camera footage. The camera footage is retained for a maximum of 14 days before being automatically deleted, except in the event of an emergency. In that case, the footage is deleted when it is no longer needed with regard to the emergency.

In the case of an emergency, the camera footage may be made available, within the legal parameters, to the police and judicial authorities, to assist with reporting a criminal offence. The camera footage will not be shared with other third parties, unless there is an obligation to do so (legal or otherwise).

It is possible that the camera footage could be stored on servers outside the Bonnefantenmuseum. If this is the case, then the Bonnefantenmuseum will ensure that the privacy rights remain guaranteed before it is handed over.

11. Contact details

If you have any questions about this Privacy Policy or the way in which we process your personal data, or if you would like to exercise any of the aforementioned rights, please contact the Bonnefantenmuseum via:



Bonnefantenmuseum
Maastricht

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info@bonnefanten.nl

The Privacy Policy is updated periodically. You can find the most recent version on our website www.bonnefanten.nl.