

## Summary

Museum Boijmans Van Beuningen (“we”, “us” or “the museum”) is an independent non-profit foundation, which preserves, manages and exhibits the art collection on behalf of the Municipality of Rotterdam and many donors and lenders. We want to offer the best experience possible to everyone who visits the museum and/or our website and who makes use of our products or services. In order to achieve this, we process personal data. Which data we store and why is explained in this privacy policy.

We treat your personal data with the same care we devote to our art collection. That includes all personal data that we process if you work for us, communicate with us, order tickets, visit the museum, make purchases, participate in activities, make a donation, become a Friend, sponsor the museum or avail yourself of one of our other services.

Personal data is information that can identify you as an individual. In some cases, we share your data with other organisations or companies. In these cases, we process your data carefully and securely, adhering to the EU law that governs data protection, the General Data Protection Regulation. This means that:

- we clearly state for which purposes we process your personal data. We do that via this privacy policy;
- we restrict the collection of personal data to only those items required for the purposes for which they are processed;
- we explicitly ask your permission to process your personal data in instances where your permission is required;
- we do not pass on your personal data to third parties, unless that is necessary to provide the requested service or we are legally obliged to;
- when we share your personal data, we make agreements with the third parties to ensure that your personal data is not used for other purposes;
- we take appropriate measures to protect your personal data and demand the same of third parties who process your personal data on our behalf;
- we respect your right to view, correct and/or delete your personal data.

In this privacy policy, we provide more information on the sort of personal data we collect and why we do so, how we protect it and how long we store it. You can also read more about your rights and how to contact us.

If you have questions or comments relating to this privacy policy, please do not hesitate to contact us:

Telephone: +31 (0)10 441 9400

Email: [info@boijmans.nl](mailto:info@boijmans.nl)

Post:

Stichting tot Beheer Museum Boijmans Van Beuningen

P.O. Box 2277

3000 CG Rotterdam

## Explanation of the privacy policy

### Sort of data

When you purchase products or services from us or make a donation (such as a Friends membership) you provide us with certain personal data. Below is a list of the details we might process. Which items we process from this list are dependent on the purpose for which we require the data. For example, we keep a record of your bank account if you make an ongoing donation, but not if you purchase an e-ticket.

### **Personal data**

Depending on your relationship to Museum Boijmans Van Beuningen, we may process the following personal data:

- Name and address
- Name and address of your partner
- Email address
- Telephone number
- Business name and address
- Job title
- Date of birth
- Gender
- IBAN number
- Interests and hobbies
- Membership number
- Curriculum vitae
- Job application letter
- Education level
- Composition of your household
- Photos
- The contents of your communication when you contact us by telephone, email or any other means
- Details of the products and services you have purchased from us
- Data required for contracts
- Details of donations you have made or artworks you gave gifted, including the financial value of the donation/gift
- Information about your relationship to the museum, such as your subscriptions to newsletters, how frequently you have purchased an e-ticket, and whether you have made a donation in the past
- Information about your relationship with other contacts of the museum
- Information about your participation in events
- Information about your career from publicly accessible websites
- Information about your involvement in the museum's social media platforms
- Data such as your IP address, your usage of our website and the contents of your webshop basket

### Purpose of processing your data

We process only the data necessary for the purposes set out below, in line with the following legal requirements:

*Requirement: essential to carry out an agreement*

- To provide you the opportunity to order items from our websites and to make use of all the functionality and services on the websites;
- To process your order and to keep you informed about its progress;
- To process your registration as a Friend, sponsor or donor and to provide the associated services.

*Requirement: essential to the museum's legitimate need to maintain its relationship with you and to improve its services, products, communications and fundraising*

- To communicate with you through digital newsletters and/or by post about matters that require no separate prior permission from you, such as informing you about Friends activities if you are a Friend. You can always opt not to receive these communications;
- To respond to your questions or complaints by telephone or via email or social media;  
Please note: by using 'Ask anything' you grant permission to the museum to publish your question and your first name online;
- To process your job application;
- To analyse who our visitors are and what they do, and to gauge their opinions in order to improve our products, services and communications and to continue operating successfully;
- To chart the museum's network of relations in order to improve our ability to raise funds for exhibitions, restorations, educational projects and other activities that rely upon third-party support;
- To improve our websites.

*Requirement: On the basis of consent*

When necessary, we will request your consent, for example to send you our monthly newsletter or to send you marketing materials via email. You can always withdraw your consent at any time via a link in the email or newsletter.

*Requirement: Necessary to meet a legal requirement*

We may process your personal data in order to comply with legislation or requests from government departments or other public institutions.

## **Provision to third parties**

We provide personal data you have supplied to third parties if that is essential in order to deliver the products or services you have requested. For example, we employ a third party for the settlement of iDeal payments in our webshop, and we provide your address to whichever postal service delivers your order. If you're logged in to a Facebook or Instagram account while you visit our website, these social media sites will also show you information about the museum. However, we do not collect or share any data about you from these sites other than that which you are used to on our site.

When we pass on your personal data to third parties, we strike an agreement that ensures that your details will not be used for other purposes and that they will be deleted when they are no longer required.

We will not share your personal data with other parties unless this is legally required or permitted. For example, it is possible that the police may request access to your personal data in order to investigate fraud. In such a case, we are legally required to supply your data.

Unless otherwise stated, we process your personal data only within the European Union (EU). It is possible that some of our service providers may transfer your personal data to a country beyond the European Economic Area (EEA) that does not exercise the same level of data protection as the countries from which you normally purchase good and/or services. In such cases, we take measures to guarantee the protection of your personal data, by drawing up an EU-standard contract with parties outside the EEA.

## Profiling and cookies

We collate your personal data from various sources (such as the data from your account and your purchases in our webshop) in order to offer you the best possible experience.

By collating your data, we can provide you with personalised content and offers that match your interests and purchase history. In this way, we can also personalise our newsletter for you, so that you do not see content that is less interesting to you. Collating your data also prevents your being contacted more than once about a specific offer, and also gives us a better insight into our visitor profile.

We do not make use of cookies to collate your data.

## Security and storage

We take appropriate security measures to prevent misuse of and unauthorised access to your personal data. For example, we ensure that access to your data is granted only to persons for whom it is essential, that access to your data is shielded and that our security measures are checked regularly.

We do not store your data for longer than is necessary, unless this is a legal requirement. This means that we store your data only for as long as is necessary for the purposes outlined in this privacy statement. If we no longer need to store your data, we delete it or render it anonymous so that you can no longer be identified by it. We do this, for example, for an ongoing analysis of our visitor profile.

## Your rights

The law governing data protection grants you various rights in relation to your personal data, including the right to:

- **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- **Request access** to your personal information. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about

your particular situation that makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

- **Object to automated decision-making including profiling**, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request transfer** of your personal information in an electronic and structured form to you or to another party (commonly known as a right to “data portability”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- **Withdraw consent.** In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

## [Access to and alterations to your data](#)

If you wish to contact us about our privacy policy or to exercise any of your rights, you can do so via the following contact information:

Telephone: +31 (0)10 441 9400

Email: [info@boijmans.nl](mailto:info@boijmans.nl)

Post:

Stichting tot Beheer Museum Boijmans Van Beuningen

P O Box 2277

3000 CG Rotterdam

To prevent unauthorised access to your personal data, when requesting access to your data in writing, please enclose a copy of a valid ID, such as your passport. If you are a Dutch citizen/resident and are submitting a document that shows your BSN (citizen service number), please block out the number and your passport photo. You can use the KopieID app to do this.

## [Changes to this privacy policy](#)

We may make changes to this privacy policy at any time. Any changes will be published on our website. It is therefore advisable to check this privacy policy regularly so that you are aware of any changes to it.

We will never use your personal data for other purposes without your consent.

## [Dutch Data Protection Authority](#)

We are here to help you if you have a complaint about how we are processing your personal data. Should you still be dissatisfied, you have the right under the data protection law to submit a complaint to the Dutch Data Protection Authority.

## [Validity](#)

This (updated) privacy policy came into effect on 23 May 2018.

Read more:

- [General visitor conditions](#)