



## **Legitimate interest for holding and processing data**

The Horniman processes personal information for certain legitimate business purposes, which include the following:

- To maintain information pertaining to the provenance of our collections
- Where the processing enables us to enhance, modify, personalise or to otherwise improve our services/communications for the benefit of our customers
- To administer and manage our Membership and Benefactor Schemes and provide information to members on related benefits and activities
- To provide our visitors/customers with postal information regarding the Horniman including events and activities
- To personalise relationships with donors and provide news about the Horniman's work which will be of interest to them and encourage further giving
- To better understand how people interact with our websites
- To manage ticket bookings, venue hire and other customer services
- To claim recovery of Gift Aid
- To manage communications with our partners, suppliers and PR and media contacts
- To enhance the security of our IT network and information systems, along with our physical site
- To recruit and manage our workforce, including payment of employees.

Whenever we process data for these purposes we will ensure that we always keep your Personal Data rights in high regard and take account of these rights. You have the right to object to this processing if you wish, and if you wish to do so or would like further information about any of the above please contact the Data Compliance Officer at [enquiry@horniman.ac.uk](mailto:enquiry@horniman.ac.uk) or on 020 8699 1872. Please bear in mind that if you object this may affect our ability to carry out the tasks above for your benefit.