

Personal data policy applicable to Sydvestjyske Museer's websites

This personal data policy gives you an overview of what personal data the museum collects, what we use them for and how they are stored.

Sydvestjyske Museer is data responsible for the receipt and processing of the personal information we collect for a number of different purposes (see below), and we ensure that your personal information is processed in accordance with applicable law.

Should you require further information or information, please feel free to contact us.

Collection of personal information

When you visit the museum's website, book an event or tour, buy an item from us, or participate in one of Sydvestjyske Museer's activities, including competitions, we collect the information that you give us. Southwest Jutland Museums collects, processes and stores e.g. the following information about you: Name, address, IP address, customer number, telephone number, payment information and e-mail address in connection with the purposes listed below.

Some of this information is collected using cookies. If you want to avoid the collection of information, you should delete your cookies (see instructions) and refrain from using our website. See also the section on cookies below.

We store your personal information for as long as it is necessary for the purpose that was the reason for our collection. In each case, it will be when the agreement is concluded. Documentation and storage requirements according to the Accounting Act imply that we must store information on financial transactions for 5 years, cf. the Accounting Act.

Use of personal information

We use the information that we collect and process for various purposes.

We primarily use your name and email to get in touch with you.

We also use your information to process orders of e.g. events and tours and ticket purchases. We also use your contact information to send you newsletters if you have given your consent.

In connection with marketing and online activities, Museums of Southwest Jutland stores and processes personal information on social and other media, including, but not limited to:

- Facebook
- Instagram
- YouTube
- System for sending out newsletters

- Webshop

The legal basis for processing this information is in accordance with the Ministry of Justice's Data Protection Ordinance art. 6.

In addition, we collect your personal information for use in internal market research, marketing, and statistics.

Information is not shared with third parties. However, in some cases, personal information may be left to external partners when we ask these partners to process the information on our behalf. These companies are "data processors" and only process data according to our instructions. The data processors may not use the information for anything other than what they have agreed with us, and they are subject to a duty of confidentiality. We therefore enter into written agreements with all data processors who process personal data on our behalf.

For activities, e.g. competitions, an agreement may have been entered into on the transfer of personal data to a business partner. In these cases, the business partner is data responsible for the transmitted data. Information about this will be clear from the conditions that must be accepted for participation in the activity.

In addition, we do not pass on your information to third parties unless we are required to do so by law or government order, or we have agreed it with you.

Security

We have implemented appropriate technical and organizational security measures to ensure an adequate level of security. In doing so, we do our best to ensure the best possible integrity of your personal information.

Your rights

You have the right to access the information we have registered about you.

In addition, you can object to the collection and further processing as well as the rectification of personal data.

If you want personal information about you deleted, we will do so unless we can maintain information on other grounds, e.g. accounting legislation.

You have the right to lodge a complaint with the Danish Data Protection Agency if you are dissatisfied with the way we process your personal data.

You will find the Danish Data Protection Agency's contact information at www.datatilsynet.dk/english

You can read more about your rights in the Danish Data Protection Agency's guide on the rights of data subjects, which you will find at www.datatilsynet.dk/english

Contact

If you want us to update, correct or delete personal information that we have registered about you, or should you have any questions, please feel free to contact us:

Museums of Southwest Jutland
Tangevej 6B
6760 Ribe
Phone: +45 76 16 39 39
Email: museum@sydvestjyskemuseer.dk

Changes to the Personal Data Policy

We reserve the right to change the policy e.g. by changes in legislation and new technical solutions.

Information about Sydvestjyske Museer's use of cookies

What is a cookie?

A cookie is a text file that the website visited stores on the local device, e.g. computer, smartphone, etc.

In the text file, information can be stored about which pages have been visited, which links have been clicked on, which IP address the website is visited from, etc. In short, cookies allow many data about the visitor's behavior on the website to be stored.

The data stored in cookies is often used in connection with the next visit to the website. It can e.g. be for automatic completion of address information.

Some cookies are also used by other websites, which recognize one or more cookies from a website.

You can delete or block cookies.

If you delete or block cookies, ads may become less relevant to you and appear more frequently. You may also risk that our website does not work optimally and that there is content that you can not access.

Are cookies dangerous?

Cookies are not dangerous as e.g. virus. A cookie cannot itself collect information from the device, e.g. the smartphone.

Can cookies threaten my privacy?

No, and as mentioned above, they cannot obtain information themselves either. In return, they can in special cases be read by other websites. This is especially seen in commercials.

Museums of Southwest Jutland uses cookies to improve the performance of our website and improve the experience of the website. We use e.g. cookies from Google Analytics.

Contact

If you want us to update, correct or delete personal information that we have registered about you, or should you have any questions, please feel free to contact us:

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