

PRIVACY NOTICE

This privacy notice tells you what to expect when Royal Collection Trust¹ (RCT) collects personal information. It applies to information we collect about:

- People who purchase tickets from us
- People who supply feedback
- People we photograph
- People who have an accident
- People captured on CCTV
- People who purchase our merchandise
- People who subscribe to be contacted by us
- People who enter our competitions
- People who access our free guest WiFi service
- People who e-mail us via the retail help desk
- People who browse our websites
- People who contact us via RCT websites
- People who make enquiries about the Royal Collection
- People who request permission to photograph objects for research purposes
- People who request photographic prints or digital files
- People associated with objects in the Royal Collection
- People invited to attend RCT events
- People who make donations
- Journalists who contact the Press Office
- Lost property
- Customers who use other websites and social media platforms
- People who receive information about RCT on a regular basis

Your privacy is extremely important to us. Any personal information we gather from you will be used in accordance with the Data Protection Act 2018 and in accordance with the policy of the Royal Household.

¹ Royal Collection Trust incorporates a registered charity and its trading company, Royal Collection Enterprises Ltd.

1 THE INFORMATION WE COLLECT

1.1 People who purchase tickets from us

When people purchase tickets from us, we may collect their name and contact details. This personal data is retained for six financial years in line with HMRC requirements on the retention of financial records. Any purchase of tickets in advance of the visit date will require the collection of their name, e-mail address, postcode, house number, country, and telephone number. We will use the customer's e-mail address to confirm the booking, and to send them information about their visit. We may also use the customer's e-mail address to deliver their electronic tickets and receipt if they have chosen to receive e-tickets.

As almost all of our venues are working Royal Residences, they are subject to closure at short notice. For those that book in advance, we will use the customer's telephone number and e-mail address to contact them to offer them an exchange or a refund if we are made aware of a closure that affects their visit date.

We will use the customer's postal address to deliver their tickets to them if they choose to pay to have their tickets delivered by post, as a proof of purchase validation question on collecting tickets, or to process a Gift Aid declaration as applicable as in 1.18.2.

Where food and drink is offered during the visit, we may collect information about dietary requirements such as allergens. Where visits require step-free access, we may collect vehicle details (registration, make, model, colour, registered owner). For school visits where there are students with special needs, we may be provided with their requirements (students are not identified by name).

We may collect additional personal details from guests who visit on one of our Exclusive Guided Tours, or who choose to make use of our parking facilities (available to those who require step-free access during Buckingham Palace Summer Opening or the annual opening of Clarence House). These details are collected and processed as stipulated in the [Royal Household's Privacy Notice](#) in the section *When you are invited to attend a Royal event or visit a Royal site either by us or a third party*.

If customers wish to use features that require them to register with us, we ask them to create an online account. To do this they need to input some of their personal information on our web registration form. We ask for their name, e-mail address, postcode, country, telephone number, interests and a password ("Personal Information"). When customers create an account they will be asked if they want to receive regular e-mail updates about latest news, exclusive events and competitions.

1.2 People who supply feedback

People who visit one of our sites or attend one of our events may be asked to provide feedback.

For learning events, this may include a request for such personal details as postcode and age range. We ask for these details in order to build a background profile of the range of people taking part in particular learning events and we process them in a way that ensures that no individual is personally identifiable. We may also contact schools and other educational institutions for their feedback regarding learning outcomes and the learning experience on the visit.

We also gather feedback from visitors to our sites. Feedback forms may include a request for an e-mail address; this enables us to reply to visitors about specific issues or questions that have been raised. E-mail addresses captured in this way are not used for marketing purposes unless specific consent for such use has been granted.

1.3 People we photograph

On occasions, there may be a photographer engaged by RCT at an event or exhibition (including the Buckingham Palace Summer Opening). We may ask people to sign a model release form to confirm their consent to being photographed. If we wish to take photographs of children at an event, we will obtain consent from their parents or guardians before doing so. Often schools assist us in obtaining that consent. We keep consent forms indefinitely as proof of consent. If there is a large group of children at a family event, such as a Festival Day, we may ask that children who do not wish to be photographed wear a sticker so that we do not include them in any photographs. We use these photographs to promote our RCT activities.

1.4 People who have an accident

If a person has an accident whilst visiting one of our sites, we ask them to complete an Accident Form on which we ask for their name, contact details, and the nature of their injury. We are obliged to do this under Health and Safety Regulations. Depending on the nature of the accident, we may also have to report it to government regulators.

We may also ask for a person's name and contact details if they are involved in a 'near-miss incident' whilst visiting one of our sites.

We will retain this personal information securely in locked facilities for six years in order to comply with relevant legislation.

1.5 People captured on CCTV

There are CCTV cameras around the Royal Residences, galleries and shops which have been installed for the purpose of the prevention and detection of crime. These may collect images of members of the general public. The Data Controller for the footage of the CCTV cameras is the Keeper of the Privy Purse. The footage may be shared with the police when they are investigating an incident. The footage is kept securely and access to the images is strictly limited. The footage is normally retained for 30 days and then recorded over.

1.6 People who purchase our merchandise

When people purchase goods via our website or over the telephone using our home delivery service, we will ask them to provide their name, e-mail address, telephone number, billing address and delivery address. We do this in order to process their order and to maintain a record of correspondence.

We retain this information for six financial years in line with HMRC requirements on the retention of financial records and whilst the customer continues to use our service.

1.7 People who subscribe to be contacted by us

1.7.1 People who receive our e-mail updates on exhibitions and events

We send e-mails out several times a month to subscribers to our e-mail updates on the topics they wish to hear about, depending on each subscriber's stated preferences. Subscribers can edit their preferences or unsubscribe via the links in the footer of every e-mail.

Subscribers who have not clicked on any e-mail communications from us for 15 months will no longer receive our e-mail updates.

Unsubscribed data is kept securely in our e-mail system in order to ensure we have a record of people who do not wish to be contacted. If a user wants their data to be deleted, their record can be deleted from the e-mail system upon request.

1.7.2 People who receive our group mailings

We offer people who represent groups, and the travel trade, regular updates which include new exhibitions, site news, and an up to date opening and closures list. These updates are e-mailed from time to time to people who have made a group booking with us previously and have provided us with their contact details for this purpose, and/or have indicated to us that they wish to receive this material. In order to do this, we collect these people's names and e-mail addresses. Subscribers may edit their preferences or unsubscribe via the links in the footer of every e-mail.

We also collect the personal information of individuals who make group bookings with us, or who request to be added to our group mailing list, in order to post them a copy of our annually updated Group Visits and Private Tours Brochure. For this purpose, we process their names and addresses, and the group with which they are affiliated. These individuals may request their details be deleted from our group mailing list at any time by contacting the Trade Sales and Marketing team at RCT by telephone, e-mail or post.

RCT relies on the legitimate interest basis for consent to process the personal data of people who receive our group mailings.

1.7.3 People who receive regular updates on merchandise

We offer people regular updates on merchandise available through our retail outlets. If people wish to receive this, we ask them to give us their e-mail address. Subscribers may edit their preferences or unsubscribe via the links in the footer of every e-mail.

1.7.4 People who complete 'stay-in-touch cards'

In each retail outlet, we have a newsletter registration form which enables customers to subscribe to our merchandise mailing list. We ask for the customer's name (optional) and e-mail address, which is collected and entered into our secure e-mail system. The registration forms are subsequently securely shredded.

1.8 People who enter our competitions

When people enter any of our contests or prize draws, we collect their name and e-mail address. If people win, we will notify them by e-mail and ask for their postal address. On an ad hoc basis, we may also receive personal information on new subscribers who have opted in to receive our e-mail updates via a competition entry with a third party.

1.9 People who access our free guest WiFi service

At selected sites, we offer free guest WiFi. On the registration page, users will need to enter their name, e-mail address and country of residency to join the network. We collect this information to personalise their online experience and to allow them to reconnect easily if they visit one of our other sites. Users may also choose to subscribe to our merchandise and newsletter mailing lists, via the opt-in checkboxes.

1.10 People who e-mail us via the retail help desk

We use an external provider to process the enquiries made via the customer account. This feature is only available to logged-in customers. No additional personal data is required; customers just need to enter a subject line and message.

1.11 People who browse our websites

When people browse RCT websites (rct.uk) or our retail website (royalcollectionshop.co.uk), we use first-party cookies (cookies that we have set, and which can only be read by our website) to keep track of their current session and to personalise their online experience. We also use third-party cookies (cookies that are set by an organisation other than the owner of the website) for the purposes of website measurement and targeted advertising. People can control the use of cookies by adjusting their browser settings, ads settings, ad settings for mobile apps, or any other available means. People may experience technical difficulties in using our websites if they have disabled cookies. Further information on cookies and the cookies used on our websites can be found on the following two webpages: www.rct.uk/cookies and www.royalcollectionshop.co.uk/privacy-and-security.

We may also collect information about where people are on the internet (e.g. the URL they came from, IP addresses, domain types like .co.uk and .com), their browser type, the country and telephone area code where their computer is located, the pages of our website that were viewed during their visit, the advertisements they clicked on, and any search terms that they entered on our website ("User Information"). We may collect this information even if they do not register with us.

We collect this information for statistical or survey purposes to improve our websites and their services to our users and to recognise users when they return to our website; to serve website content and advertisements to users; to administer our websites and to notify users about changes to our services; and for the detection of fraud.

Personal information collected from users' browsing activities is kept for two years.

1.12 People who contact us via RCT websites

When people complete a contact form on one of our websites we ask them for their name and e-mail address as well as other information particular to the nature of their enquiry. The data we collect is retained in accordance with RCT's and the Royal Household's retention schedules.

1.13 People who make enquiries about the Royal Collection

People who come on site to do research on the Collection are required to provide the following personal details: name, address, date of birth and place of birth, and whether or not they have a criminal record. We collect this information as part of our security procedures for security accreditation purposes. This is done in order to keep people safe, and the premises and the Collection secure. We may also collect details of any required access arrangements, and details of your vehicle if applicable, in order to facilitate your visit. These details are collected and processed as stipulated in the [Royal](#)

Household Privacy Notice in the section *When you are invited to attend a Royal event or visit a Royal site either by us or a third party.*

From time to time, people may write to us with an enquiry. We may keep their name and address or e-mail address on file together with their enquiry and our response should there be any follow up correspondence.

1.14 People who request permission to photograph objects for research purposes

People may request to undertake photography of an object or works in the Royal Collection for research purposes. In order to process this request, we ask them to provide their name, e-mail address and postal address on a Copyright Assignment Form which they must also sign. These forms are retained indefinitely in a secure manner. The purpose for processing and retaining this personal information is in order to protect the copyright of RCT material.

1.15 People who request photographic prints or digital files

People may request photographic prints for personal use or for research, or digital files for reproduction purposes of objects in the Royal Collection. In order to provide this service, we request their name, e-mail address, postal address and payment details and use these details to process the order. Secure methods of payment are used to complete transactions.

Details are held indefinitely, but not shared with any third parties. Nor are the details used for promotional or any other activities except for processing, completion and delivery of the order.

1.16 People associated with objects in the Royal Collection

As part of maintaining a record of the history of the objects in the Royal Collection, we record personal information about those responsible for the production of, and those associated with the acquisition, of works. For this purpose, where relevant we may record on our database such personal details as their name, address, e-mail address, and their association with the object, and we keep that information indefinitely. We do not share their personal information outside the Royal Household unless consent has been provided.

1.17 People invited to attend RCT events

From time to time RCT hosts special events, such as exhibition openings or publication launches, at Royal residences. When RCT invites people to these events, it processes names and addresses (residential or business) in order to send out invitations. These are obtained from people who are already associated with RCT or from public sources.

We may share this information with our external printers who prepare the invitations. We may also prepare a short biography about our guests, sometimes including a photograph. This information has either been provided to us by the relevant guest or comes from public sources. We do this in order to facilitate our engagement with our guests at the events. When a person accepts an invitation, we retain a record of the event they have attended and their contact details on our events database, which is securely stored on our internal network.

1.18 People who make donations

1.18.1 Charitable donations

When people support us, for example by making a donation to a specific project, we will usually collect their name and contact details. We collect this data so that we can update people on how their donation has been used. We may ask for more support through donations. Names of donors may be published in RCT's annual report, with their permission. If you have donated to us, we are required to keep this data for six financial years.

1.18.2 Gift Aid donations

When people make a Gift Aid donation, we may collect the following information: title, forename, surname, postal address and information regarding their eligibility to make a Gift Aid donation. This personal data is retained for six financial years.

1.19 Journalists who contact the Press Office

The RCT Press Office accesses and uses contact details for journalists who register on Gorkana, a third party media database. We also process the personal details of journalists who contact us directly for information. In this case, their personal information is added to RCT's mailing list held on our secure network.

The RCT Press Office uses these contact details in order to send journalists press information, invitations to events, and to respond to enquiries. These details may include name, telephone numbers, addresses, and e-mail addresses. We may share journalists' names and addresses with a third party mailing house for RCT purposes only. They are not passed on to any other external body.

Journalists may unsubscribe from RCT mailing lists at any time by contacting the RCT Press Office by telephone, e-mail or post. Journalists' contact details remain on our mailing list indefinitely unless we become aware or are advised of a change of address or e-mail address, or someone unsubscribes. We actively manage our mailing lists to keep them up to date.

Journalists who wish to apply to visit RCT premises, can apply by completing our "Press visits" online form available on the RCT website. This form requests the following

personal data be provided by the applicant: name, e-mail address, telephone number, name of media outlet, position. We collect these details in order to assess and process the application. The personal data provided on this form is gathered by a third party provider and stored securely. It is released to RCT for processing. The personal information is retained according to RCT's retention schedule.

1.20 Lost property

If we find lost property on our premises, goods may be examined in order to find the owner's contact details and, if found, these contact details may be used to arrange for collection of the property. If people contact us about lost property, we may take their name, address, telephone number and e-mail address so that we can communicate with them should their item(s) be found.

1.21 Customers who use other websites and social media platforms

We may share limited amounts of people's data with third parties in order to perform services on their behalf, and to help promote RCT by serving people advertisements and content online about our products, exhibitions and events in which we think they may be interested. People are given the opportunity to opt out of receiving such content whenever they are shown it online. On social media sites, people would only ever be shown such information if they already have a social media account with those third parties. RCT will never sell people's personal information to other organisations for their direct marketing purposes.

1.22 People who receive information about RCT on a regular basis

RCT may send promotional material from time to time to people who have an interest in RCT. RCT processes their name and contact details (postal or e-mail address) for this purpose. The legal basis for processing these details is that RCT has a legitimate interest in providing this material to these people in order to keep them up-to-date with RCT activities; these people would expect to receive this material because they have legitimate links to RCT.

2 SHARING YOUR PERSONAL INFORMATION

We work with a number of technology partners to maintain and improve our services to you. In doing so, we may share limited amounts of people's personal data (e-mail addresses) with other websites and social media platforms as described above in 1.21.

We will never sell people's personal information to other organisations for their direct marketing purposes.

Personal information is not disclosed to other businesses or third parties outside the Royal Household except where agreements are in place. Such sharing of data may include purchase transactions, where RCT is acting as an agent on behalf of a third party, such as when people purchase tickets to visit the Royal Gardens at Highgrove either through RCT's online ticketing site www.highgrove-tickets.com or through RCT's Contact Centre which processes telephone bookings.

In limited circumstances, RCT may be required to disclose certain details to the Metropolitan Police Service and the respective county constabularies to ensure the security of our premises. We may share your personal information with government regulators if required.

3 HOW WE PROTECT YOUR PERSONAL DATA

When people purchase Royal Collection tickets or merchandise whether over the telephone, via one of our websites, at a Royal Residence or gallery, or in one of our retail outlets, we use a third party provider to process credit or debit card purchases. Our provider adheres to the international security standards within the credit card industry.

We keep people's information on secure servers and we comply fully with all applicable UK data protection and consumer legislation.

When we engage our technology partners to process personal information on our behalf, they do so on the basis of written instructions which require them to process your personal data and keep it secure in line with relevant legislation.

4 YOUR RIGHTS

As a data subject, you have a number of rights ("Subject Rights"). You can:

- access and obtain a copy of your data on request;
- ask us to change incorrect or incomplete data;
- ask us to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where we are relying on our legitimate interests as the legal ground for processing;
- receive your personal data provided by you to us and send the data to another organisation (or ask us to do so if technically feasible); and
- object to any automated decision making and profiling.

You can at any time request a copy of personal information held about you, or exercise any of your other Subject Rights by contacting The Data Protection Manager,

Information Assurance, Buckingham Palace, London SW1A 1AA or sending an e-mail to privacy@royal.uk.

5 CHANGES TO THIS PRIVACY NOTICE

Please check back frequently to see any updates or changes to our privacy notice.

6 CONTACTING US

If you have questions regarding our privacy notice, you can contact us at:

Royal Collection Trust
York House
St James's Palace
London SW1A 1BQ

www.rct.uk/about/royal-collection-trust/contact-us

The Data Controller for Royal Collection Trust and Royal Collection Enterprises Limited is the Director of the Royal Collection.

Version 1.2