

Aratoi Regional Trust – Privacy Policy

Section: Risk Management
Approval Date: April 2022
Next Review Date: April 2025

Authorised by	Role	Signature
David Moriarty	Chair, Aratoi Regional Trust	

1. Purpose

Aratoi is committed to protecting the privacy of its board, staff, volunteers, and the public in accordance with the Privacy Act 2020.

Information is collected for the purposes of communicating with you about upcoming events, information sharing, maintaining subscriber details, and maintaining details of exhibiting artists, contractors, and suppliers for the purpose of contracts and payments.

Aratoi has adopted this Policy to govern the collection, use, storage, disclosure, and retention of personal information.

2. Use and Disclosure of Information

Information held by Aratoi is held for the proper and efficient conduct of its business purposes only and as required by New Zealand law.

Personal information will only be used for the purpose for which it was provided. For example, if an email address was supplied in making a copyright request, the email address will only be used for that purpose. Aratoi will not use personal information for any other purpose unless consent has been given.

Aratoi will store personal information in secure computer storage facilities and, where necessary, paper-based records. Staff will securely handle and store personal information in a manner which complies with this Privacy Statement and the Privacy Act 2020. Aratoi has appointed the Director as Privacy Officer to ensure compliance with this Policy.

Uses may include any marketing, promotional, publicity, direct marketing or market research that we might undertake, and for any other purposes for which you have given permission.

Personal information is not disclosed to overseas organisations and no personal financial details are retained. Aratoi does not sell, rent or otherwise make information available to any other third parties unless required to by law.

3. Collecting, storing, and sharing information

We collect names, addresses, phone numbers and email address/es.

The information is stored securely and managed by Aratoi. Aratoi does not make information available to any other third parties unless required to by law.

Friends of Aratoi have a separate Privacy Policy pertaining to Friends' membership.

(<https://www.aratoi.org.nz/sites/default/files/Friends%20of%20Aratoi%20-%20Privacy%20Policy%202021.pdf>)

4. Privacy Breaches

All privacy breaches are to be reported to the Privacy Officer as soon as it becomes apparent that there has been a breach.

In the event of a breach of privacy, the Privacy Officer will take steps to consider who is affected by the breach, identify what personal information is involved and whether harm could foreseeably result from the breach. The Aratoi board should be advised immediately of material breaches.

In this context 'material' means where the breach has resulted or could result in significant harm to either the affected individual(s), or Aratoi, eg. media attention or it appears the breach has been intentional.

5. Notification

If, after considering these matters, it is decided that the individual(s) should be notified, notification will occur as soon as reasonably possible. If the privacy breach has caused serious harm to someone (or is likely to do so), the Privacy Officer will notify the Office of the Privacy Commissioner as soon as possible.

6. Updates to the policy

Aratoi reserves the right to change this policy at any time.

7. Your right to access your information

The Privacy Act 2020 gives you the right to access and correct any personal information we hold on you. You can do this by contacting Aratoi's Privacy Officer.

Other potential inclusions

CCTV

"Closed Circuit Television" (CCTV) capturing footage, is used in particular areas to monitor visitor movements and secure facilities in order to help reduce crime and anti-social behaviour, and to promote community safety.

Signage indicates that CCTV equipment is operating. CCTV footage will only be viewed by authorised staff and representatives from public law enforcement agencies (e.g. the NZ Police) in accordance with the purpose noted above, or when checking that the system is operational. No attempt will be made to identify individuals from CCTV footage except in cases of reported or suspected incidents requiring investigation, or in relation to any legal proceedings.

Submitting information via website

You do not need to provide any personal information to browse Aratoi's website.

If you provide personal information voluntarily (e.g., through online forms or e-newsletters), we will only use it for the stated purpose. We keep this information secure and do not share it with any third parties.

Gathering information

As part of the operations of Aratoi, we may gather certain types of information about the users of our site:

- Personally Identifiable Information. This is provided by you when you register for services that we may offer. Examples of these services could include email newsletters or competitions. Providing this information will always be optional for you. However, some services may not be available to you if you chose not to provide it.
- Aggregated Data. This information is generated by our systems as they track traffic through our sites. This information does not identify you personally and is not linked to the personally identifiable information that you may have provided.

Images of you

Aratoi may take photos or video of visitors at the museum. These may be shared by Aratoi and used to show the activities in the museum.

Aratoi staff or contractors will wear identification when they are photographing or filming in public galleries during visiting hours or events.

If you do not wish to be photographed or appear in a video, please let our photographer know. If we share an image of you that you do not want to have shared, please contact us via the Aratoi website and provide us with a link, and we will remove it.

Cookies and online visitor tracking

This website issues a non-personalised 'cookie' to each visitor. As you navigate, we track your usage (but not your personal information) to analyse overall visitor activities. This helps us identify ways to improve Aratoi's online content for everyone. Things we track include the number of repeat visitors, the length of time spent on the website, and the navigation pathways used.

We also use cookies in e-newsletters to our mailing list subscribers. This helps us personalise content and track interest – e.g., we track which links were clicked on in an e-newsletter.