

## **Privacy Notice (Retail Customers)**

This privacy notice explains how we use any personal information we collect about our visitors who purchase items from our shop or online.

### **Sending information about retail offers and promotions**

We will only use your personal data to send you information about retail offers and promotions with your explicit consent. We will retain your information only for as long as you wish to receive updates from us, and you may opt out at any time by emailing us at [shopping@armouries.org.uk](mailto:shopping@armouries.org.uk) or by writing to the Retail Department, Royal Armouries, Armouries Drive, Leeds, LS10 1LT.

### **Purchasing goods from our museum shop or online**

The purchase of goods from our museum shop or online is governed by legal and contractual obligations. We will use the personal information that you provide to process your order, to take payment, to deliver your goods, and to protect your rights as consumers. We will share your bank or credit card details with Worldpay, and use NatWest Bank to process payments by cheque. You can view Worldpay's privacy policy at <https://www.worldpay.com/uk>. We are required to keep bank and credit card receipts for up to three years, and records of sales for up to seven years, after which time they are destroyed.

### **Helping us to improve our retail service**

We will also use your details to ask for feedback on your experience, and will use this information to help us evaluate our performance, and to improve the delivery of our retail services. These comments are usually anonymous, and after the information has been summarised, the cards or forms are destroyed. However some visitors provide contact details because they wish to receive a response from us.

### **Answering your letters and emails**

When we receive correspondence from you, we will keep copies of your emails and letters together with any response we send you for a period of one year after which they will be destroyed.