

## **The Map House Privacy Policy**

We are committed to ensuring that your privacy is protected and we shall endeavour to use any information that you provide when using this website in accordance with this privacy policy.

This privacy policy explains what information we collect, how we protect any information you submit to us, and how we use it.

We may amend this policy from time to time by updating this page. Therefore, we suggest you check this page occasionally to ensure you are aware of and are happy with any amendments.

### **What information do we collect?**

Personal information may be collected from you in various ways, for example: -

- To keep a record of your purchases at The Map House, to keep you up to date with information about items in our inventory, or to make delivery to you of the items you have purchased.
- When you wish to be added to our address book for invitation to events and exhibitions held at, or by The Map House.
- You when subscribe to hear from The Map House via the quarterly e-newsletter on the MailChimp platform.

### **How is the information used?**

We use this information to understand your interests and provide you with a better service, and in particular for the following reasons:

To supply to you information about items in our inventory via the website.

For statistical purposes and analysis for management purposes in order to improve our inventory/collection and services. (This data is anonymous).

Internal record keeping for purchases of inventory or services and administrative purposes, and to inform you about our events, items in our inventory, or other related information that we think would be of interest to you, as explained above.

To communicate marketing messages via e-newsletters and details of our business which we think may be of interest to you by email (you can inform us at any time if you no longer require marketing communications by updating your preferences or unsubscribing).

Your information will not be disclosed to any third parties. You may at any time ask us to refrain from sending you marketing messages by choosing this option at the top of our e-newsletter, by sending us an email with the words UNSUBSCRIBE in the subject box to [maps@themaphouse.com](mailto:maps@themaphouse.com) or by telephoning us on +44 (0) 207 589 4325. If we contact you by email each time you receive a message you will also have the option to decline to receive further information of that type from us.

We use MailChimp to manage our newsletter and other email lists. There's no third-party tracking in messages we send through MailChimp besides MailChimp's own analytics, which may aggregate how many subscribers open a message or click the links inside. MailChimp's privacy policy is available at <http://mailchimp.com/legal/privacy>

If you would like us to destroy information we hold about you, please let us know.

We may disclose aggregate statistics about our site visitors, clients and sales in order to describe our services to the board of directors and trustees at The Map House and for other lawful purposes, but these statistics will include no personally identifying information (data will be made anonymous).

## **Cookies and Log Files**

### *Cookies*

Cookies are text files stored on your computer, and accessible only to the websites which create them. Our website does not use cookies and log files. However we may in future update our website and implement these for statistical analysis, to understand website user behaviour and to improve the user experience. Any information gathered by cookies will be compiled on an anonymous basis.

Most web browsers automatically accept cookies, however you may delete, or disable cookies by following the instructions at <http://www.allaboutcookies.org/manage-cookies/>. Please note that you may not be able to take full advantage of a website if you disable cookies. Our website uses cookies to keep you logged in, so disabling cookies may impair your experience of the service.

Further information about cookies can be found on the Interactive Advertising Bureau's website [www.allaboutcookies.org](http://www.allaboutcookies.org).

### *Social Media*

If you share our content through social media, for example by liking us on Facebook, following or tweeting about us on Twitter, or giving us a '+1' via Google Plus, those social networks will record that you have done so and may set a cookie for this purpose.

In some cases, where a page on our website includes content from a social network, such as a Twitter feed, or Facebook comments box, those services may set a cookie even where you do not click a button. As is the case for all cookies, we cannot access those set by social networks, just as those social networks cannot access cookies we set ourselves.

### *Log Files*

Some of our online platforms automatically gather some anonymous information about visitors, including IP addresses, browser type, language, and the times and dates of webpage visits. The data collected does not include personally identifiable information and is used, as described above, for statistical analysis, to understand user behaviour, and to administer the site.

### *Google Analytics*

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information about Google's privacy policy may be obtained from <http://www.google.com/privacy.html>.

## **Security**

The internet is not a secure medium. However we take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We have put in place various security procedures as set out in this policy. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to user information. We use secure server software (SSL) to encrypt information and our database is hosted in a secure data centre. Whilst we cannot ensure or guarantee that loss, misuse or alteration of data will not occur, we use our best efforts to prevent this. *We do not store any financial or sensitive data of our customers.*

## **Changes**

We may make changes to this privacy policy from time to time. If we change our privacy policy we will post the changes on this page. If the change in our privacy policy affects the use of your personal information we will use our best endeavours to contact you by email to seek your consent to the use. Continued use of the service will signify that you agree to any such changes

### **Your acceptance of this privacy policy**

If you do not agree to this privacy policy, please do not use our website.

By using our site, you consent to the collection and use of information by us. Owing to the global nature of the internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this policy. However, we have taken the steps outlined above to try to improve the security of your information. By submitting your information you consent to these transfers.

### **How to contact us**

We welcome your views about our website and our privacy policy. If you would like to contact us with any queries or comments please send an e-mail to [maps@themaphouse.com](mailto:maps@themaphouse.com). You may request details of personal information which we hold about you under the Data Protection Act 1998 and the updated General Data Protection Regulation 2018.

If you would like a copy of the information held on you or if you have any questions relating to this Privacy Policy or how we use the personal information we have about you, please write to: The Manager, The Map House, 54 Beauchamp Place, London, SW3 1NY, United Kingdom.

To find out more about your rights under the Data Protection Act, visit the Information Commissioner's website: [www.dataprotection.gov.uk](http://www.dataprotection.gov.uk) or read the Act online at: [www.hms0.gov.uk/acts/acts1998/19980029.htm](http://www.hms0.gov.uk/acts/acts1998/19980029.htm).