

# anne frank house

## Data protection policy

### 1. General

As the Anne Frank House (hereafter “Anne Frank House” or “we”) we consider it very important that personal information is handled with care. We therefore also process and protect Personal Data with care. In so doing, we shall only process Personal Data (as defined below) in accordance with the requirements of the General Data Protection Regulation (GDPR)<sup>1</sup>.

The Anne Frank House also administers two independent supporting foundations, the Stichting Vrienden van de Anne Frank Stichting and the Stichting Behuizing Anne Frank Stichting. As both these supporting foundations use the IT infrastructure and data security measures of the Anne Frank House, this data protection policy also applies to these two organisations.

This data protection policy explains what Personal Data we collect and use, and for what Purposes. We recommend you read this policy carefully.

### 2. Definitions

**Data Subject** means an identified or identifiable natural person.

**Personal Data** <sup>2</sup>means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

**Purpose(s)** means the purposes for which the Personal Data is processed, as set out in this data protection policy.

**Controller** means a natural or legal person, public authority, service or other body who/which, alone or jointly with others, determines the purposes and means of the processing of Personal Data;

**Processor** means a natural or legal person, public authority, service or other body who/which processes Personal Data on behalf of the Controller;

**Third Party** means a natural or legal person, public authority, agency or body other than the Data Subject, Controller, Processor or any persons who, under the direct authority of the Controller or Processor, are authorised to process Personal Data;

**Website** means the websites under the direct management of the Anne Frank House, including but not limited to the domain [annefrank.org](http://annefrank.org).

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<sup>1</sup> *Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.*

<sup>2</sup> *GDPR, Article 4 (1)*



### **3. Applicable area**

In order to be clear and transparent about how we deal with the Personal Data relating to Data Subjects, we have drawn up a data protection policy that explains which Personal Data is processed by our organisation, for which Purposes this happens and when this happens. This data protection policy applies to the services provided by the Anne Frank House, including the (technical) operation of our Website. This data protection policy also applies to the supporting foundations, as indicated under 'General'.

### **4. Personal Data that we process and the Purposes for which we process it.**

#### **4.1 Website**

The Anne Frank House may collect and store on its servers the following Personal Data from visitors to the Website:

- Direct identification details: surname and first name;
- Contact details: address (including country), telephone number, email address;
- Personal information: gender, age;
- Professional information: occupation;
- Financial and transaction information: bank account number;
- Registration details: user name, password;
- Comments field: anything the visitor voluntarily chooses to share with the Anne Frank House, including information contributed in a request to the Anne Frank House for support via the contact form.
- Information about browsing behaviour, such as information about the visitor's use of the Website (eg type of browser, page views, date and time of the visit(s), and operating system used) as collected via cookies and other automated technology (see our Cookie Statement for more information);
- Electronic identifiers, such as an IP address;
- Location information (based on IP address).

The Anne Frank House collects, uses and manages Personal Data provided by the visitor or collected by the Anne Frank House for all purposes necessary to provide the relevant services of the Anne Frank House and to ensure proper (technical) functioning of the Website.

The visitor's Personal Data may also be processed for the following purposes (hereafter 'Purposes'):

- Providing a publicly accessible guestbook on the Website
- Handling queries and requests for support via the contact form on the Website;
- Diagnosing technical problems and providing technical support in relation to the use of the Website;
- Providing access to the Website and the use of services provided via the Website;
- Managing, evaluating and improving the Website (including developing additional products and services, improving the current Website, evaluating traffic statistics, checking which parts of the Website are frequently visited, analysing our Website and for quality control);
- Financial transactions;



- Carrying out data analysis, (including anonymisation and collection of personal data).

Personal Data may also be processed in the following instances:

- To comply with applicable legislation or regulations;
- To comply with a judicial ruling;
- To facilitate compliance with visitor terms and conditions of use or the data protection policy of the Anne Frank House;
- To investigate any current fraudulent or illegal activity;
- To protect the rights of the Data Subject.

## 4.2 Social media

The Anne Frank House is active on various social media platforms, as listed below, through which we share relevant information, interesting facts and the latest news about the Anne Frank House. We can also be contacted easily through one of our social media channels, to join in discussions, express opinions on shared content such as photographs, ask questions, or participate in any other way made possible by the relevant social media channel.

Social media channels provide both a good way for us to stay in direct contact with our visitors and people interested in Anne Frank, and the means to respond quickly to questions.

Social media platforms on which we are active include but are not limited to:

- Facebook;
- Instagram;
- Twitter;
- YouTube;
- LinkedIn.

In order to prevent possible misuse of Personal Data, we advise the Data Subject not to post any (sensitive) Personal Data, either their own or anyone else's, such as a private email address, date of birth, address or telephone number, on a public page of the Anne Frank House or on the above-mentioned social media channels. If necessary, such Personal Data may be sent to us in a private message or email. In the event that (sensitive) Personal Data is shared on one of our pages or publicly accessible social media channels, we reserve the right to remove such Personal Data to safeguard against possible misuse of the information.

The Anne Frank House will only use Personal Data provided by the Data Subject through the social media channels to optimise the services provided by our organisation and to answer questions, where so required.

## 4.3 Donations

The Anne Frank House is a private non-profit organisation whose activities are financed by income from the museum and through subsidies and private donations.

Donations can be made directly to the Anne Frank House by bank transfer stating the amount and name, full address and bank account number, or via the form on the Website stating the amount and reason for the donation, the name of the organisation (if applicable)



or the donor's first and last name, and gender, full address (including country) and email address.

We will only process personal data for administrative purposes to record the donation, and to thank the donor and to keep them informed of our activities, by sending them our annual report.

#### **4.4 Newsletters, mailshots and the Anne Frank krant**

**Newsletters.** Through our Website you can sign up for one of our Newsletters to keep up-to-date with the latest news about the Anne Frank House. This only requires a name and email address. We do offer other ways to register, for example via an opt-in box on the bottom of an application form. We seek approval from the Data Subject to ensure he/she actually wants to receive the newsletter. We will only use the Data Subject's email address to send one newsletter for which permission has been given.

You can unsubscribe from the mailing list at any time via the unsubscribe link at the bottom of each newsletter email.

**Mailshots.** The Anne Frank House also sends out mailshots, including, but not limited to, annual reports and invitations to openings and meetings. These mailshots are intended to keep the Data Subject informed about our activities and to render account of what we have achieved, with the help of donors, grants and other support.

**Anne Frank krant.** The Anne Frank krant is produced by the Anne Frank House, linked to an initiative from Platform WO2, a network organisation of war museums and memorial centres. The Anne Frank krant and related merchandise [such as the theme game] can be ordered via the online order form. For ordering and shipment of these products, the Anne Frank House works together with an external service provider who complies with the regulations in this data protection policy. For shipping and invoicing purposes, the Anne Frank House can save the first and last name, address (including country), telephone number, email address and the name of the school or authority for which the Data Subject works, as well as their position there.

#### **4.5 Online webshop.**

Some of the merchandise available in the museum shop at the museum can also be purchased over the internet through the online webshop on our Website. To place an order we ask for the following Personal Data:

- If applicable, the name of the school or authority for which the Data Subject works;
- Direct identification data: first and last names;
- Contact information: address (including country), email address;
- Personal information: gender;
- Financial and transaction data: giro or bank account number.

We collect this Personal Data solely in order to deliver the goods ordered by the Data Subject to the delivery address provided and for invoicing purposes.

#### **4.6 Online ticket sales**



Admission tickets or e-tickets for the Anne Frank House can be ordered online via our Website. Online ticket orders require one-off registration by giving name, email address, telephone number, username and password to complete the sale.

Certain financial and transaction data, such as bank account numbers, may be processed to enable electronic payment of e-tickets.

#### **4.7 Education**

The Anne Frank House regularly organises workshops, courses, training and educational activities, for which we may use an external service provider working in compliance with the provisions of this data protection policy. When you sign up for these activities, we will only ask for the Personal Data necessary to record the registration, such as name, organisation and email address, and possibly financial and transaction data for invoicing purposes. Depending on the type of workshop, course, training or educational activity being offered, registration may also be done by mail, whereby the same Personal Data will be requested for the same purposes.

#### **4.8 Photography/CCTV**

We take the safety of the Data Subject and the safety of our staff very seriously. That is why we use surveillance cameras in and around the buildings and grounds of the Anne Frank House. We will process these camera images to ensure the security and control of access to the buildings and the grounds of the Anne Frank House; to safeguard employees, visitors and others present in the buildings or on the premises of the Anne Frank House; for the prevention and recording of nuisance behaviour (such as vandalism); and for the prevention and recording of criminal offences (such as burglary, theft or criminal damage), and anything directly related to this.

We shall not store the camera images for more than fourteen (14) days for the above purposes. After that time, the images will be erased. Images may be kept for longer if incidents have been observed, but not in any case for longer than might be necessary to resolve the incident. If there is no longer any need to retain the images pursuant the incident, the stored images will be deleted as soon as possible.

The Anne Frank House will only release recorded camera images to investigating authorities on receipt of a legal order issued by the public prosecutor, or if required to do so under other legal regulation. If the images reveal evidence of criminal offences, the Anne Frank House can decide to report this to the police and voluntarily hand over the camera images as proof to the relevant authorities, in compliance with the [Dutch] Police Data Act (Wet Politiegegevens).

### **5. Safety measures**

The Anne Frank House will take appropriate technical and organisational measures to prevent unauthorised access to or unlawful processing of Personal Data, and against the loss, destruction or alteration of Personal Data. Personal data is only accessible to members of staff requiring such information to be able to perform their duties, for instance, the administration of donors. Furthermore, the website of the Anne Frank House is hosted from a secure data centre only accessible to authorised personnel.



Payment forms on the Website are secured with the Secure Sockets Layer (SSL) protocol via our Payment Service Provider. This software encrypts Personal Data such as name, address and bank account number, to keep the information fully screened off from third parties.

If a data breach (eg a security leak of Personal Data or unauthorised access to Personal Data) occurs at the Anne Frank House involving Personal Data of our Data Subjects, we will take the necessary measures to limit or avert the possible consequences of such a data breach, and to ensure that such a data breach does not happen again in the future.

If the data breach potentially infringes fundamental rights and freedoms, or poses a threat to the privacy of Data Subjects, we will notify these Data Subjects and notify the Dutch Data Protection Authority.

## **6. Disclosure to Third Parties**

We shall not sell, transfer or otherwise disclose the Personal Data relating to the Data Subject to Third Parties without explicit prior permission, unless this is necessary for the Purpose(s) set out in this data protection policy, or unless we are obliged by law to do so.

We are permitted to share the Personal Data relating to the Data Subject with external service providers that help us to provide our services, and in order to improve these services. It is possible, therefore, that we may use external service providers to process orders and/or deliver goods. We do not authorise these service providers to use or disclose the Personal Data relating to the Data Subject, unless this is strictly necessary to carry out services under our supervision, or to be able to comply with pertinent legislation. We guarantee that the Personal Data relating to the Data Subject will only be shared with external service providers if this is necessary to perform their specific functions.

In every case, these service providers are obliged to handle the Personal Data relating to the Data Subject in accordance with the provisions as set out in this data protection policy. We are, however, not liable for any damage, direct or indirect, that may arise from misuse of Personal Data relating to the Data Subject by such service providers.

## **7. Transfer of Personal Data to countries outside the EU**

The Anne Frank House can store the Personal Data relating to the Data Subject in and/or transfer it to countries outside the EU, Iceland, Liechtenstein and Norway. If this is the case, we guarantee that the transfer will be carried out in compliance with the relevant legal requirements, and we guarantee that the party concerned will provide an adequate level of protection for the Personal Data relating to the Data Subject. The standard contractual clauses drawn up by the European Commission will be used where necessary, and appropriate data transfer undertakings will be agreed.

## **8. The Data Subject's rights, and exercising them**

We will only process Personal Data in a lawful, proper and transparent manner, which means that the Personal Data we obtain will only be processed for above-named explicitly defined and legitimate Purpose(s). We make every effort to ensure that the processed



Personal Data is correct and, if necessary, updated, adequate, relevant and limited to what is necessary for the Purposes for which it is being processed.

The Data Subject has rights concerning the Personal Data shared with us:

### **Right to be informed**

The Data Subject has the right to clear information about what the Anne Frank House does with his/her Personal Data. If the Data Subject has questions about the Personal Data being processed, the Anne Frank House can be contacted.

### **Right of access**

The Data Subject has the right to see the Personal Data being processed. He/she has the right to ask if his/her Personal Data is being processed by the Anne Frank House. If the Anne Frank House is processing this Personal Data, then the Data Subject also has the right to ask to be shown what is held (access).

### **Right of rectification**

If the Anne Frank House is processing Personal Data relating to the Data Subject, he/she has the right to have the Personal Data rectified. We undertake to keep Personal Data accurate and up-to-date at all times. However, if the Data Subject nonetheless notices that his/her Personal Data is incorrect, he/she has the right to ask us free of charge to rectify any inaccuracies or omissions in these Personal Data.

### **Right to erasure ('Right to be forgotten')**

The Data Subject has the right to request the removal of his/her Personal Data. The Anne Frank House will assess on a case-by-case basis whether the application meets the conditions for the removal of Personal Data, as provided in Article 17 of the GDPR. If the application meets the conditions of the GDPR and none of the exceptions set out in the GDPR are applicable (such as other legal obligations), the Personal Data will be deleted and the Data Subject will be notified when this has been done. We will take all necessary steps to erase the Personal Data completely. However, it is possible that the deleted Personal Data may temporarily remain stored in the back-up system of the Anne Frank House.

### **Right to restrict processing**

The Data Subject has the right to request the Anne Frank House to temporarily stop processing certain Personal Data and so restrict the processing of Personal Data. The Anne Frank House will assess on a case-by-case basis whether the application qualifies for a restriction on the processing of Personal Data, as specified in Article 18 of the GDPR. If the application meets the criteria of the GDPR, the Anne Frank House will still be allowed to retain the Personal Data, but further processing of the Personal Data will be restricted. If processing of Personal Data relating to the Data Subject is limited in accordance with the application, we will inform him/her before the restriction on processing of the Personal Data is lifted.

### **Right to object**

The Data Subject has the right to object to the processing of Personal Data by the Anne Frank House if the Anne Frank House is processing the Personal Data on grounds of general interest or of a legitimate interest. The Anne Frank House will assess on a case-by-case basis whether the application meets the requirements set out by the GDPR (Articles 21 and 22).

### **Right to data portability**



If the Personal Data relating to the Data Subject is processed on the basis of his/her consent or on the basis of an agreement, and if the processing concerns digital data, the Data Subject has the right to receive his/her Personal Data in a structured, accessible and machine-readable form. The Data Subject may also request that his/her Personal Data be transferred directly to another organisation, providing this is technically possible and providing to do so does not affect the rights and freedoms of others.

### **Rights in relation to automated individual decision-making, including profiling**

The Data Subject has the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her. This means that the Data Subject is entitled to human oversight of decisions reached about him/her. Imagine, for example, a job application over the internet being processed without human involvement. The Anne Frank House will assess on a case-by-case basis whether an objection is valid.

### **8.1 How can a Data Subject exercise his/her rights?**

The Data Subject can exercise the above rights and ask any other questions in connection with this data protection policy by sending a signed written request to the Anne Frank House: by post to Anne Frank Stichting, Postbus 730, 1000 AS Amsterdam; by email to [privacy@annefrank.nl](mailto:privacy@annefrank.nl); or via the online contact form.

If we have received the application to exercise one of the above rights, we will initially ask the Data Subject to confirm his/her identity. In exceptional cases, we may request a copy of a proof of identity document. This copy will not be kept longer than necessary and will only be used to confirm the applicant's identity so that we can process the request concerning the Personal Data. Any particulars on the identity document that are not essential to confirm the identity of the Data Subject, such as the passport photograph, may be covered over on the copy.

If the Data Subject is not satisfied with our answer to his/her question, the Data Subject may contact us again, giving the reason why he/she is not satisfied. We will do our utmost to answer the question satisfactorily. If the Data Subject is still not satisfied with our response, he/she has the right to lodge a complaint with the relevant regulatory authority. In the Netherlands this is the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

### **9. Storage and deletion of Personal Data**

We will not retain Personal Data relating to the Data Subject for longer than is necessary for the Purposes for which it was collected or is to be further processed. Storage of some Personal Data may be subject to a legal retention period under other laws and regulations by which the Anne Frank House is bound.

### **10. Third Party websites and applications**

By using our Website, the Data Subject can access certain services provided by Third Parties. This data protection policy does not cover the websites of other organisations and/or companies whose links may appear on our Website. The data protection policy of such a Third Party may apply instead. The Anne Frank House is not responsible for the data protection policies of these Third Parties, nor for the content of Third Party websites to which we link.





## **11. Updates and amendments to our data protection policy**

The Anne Frank House reserves the right to update or amend this data protection policy from time to time in line with the relevant legislation. In such cases notification will be posted on our Website.

Last revised: **24 May 2018**

