

# Privacy Statement

**Netherlands Literature Museum and Literature Archive Foundation (Stichting NLL in Dutch)**

## Privacy Statement

This Stichting NLL Privacy Statement is intended to inform you on how the foundation handles your personal details. It also contains an overview of all of your rights with regards to your personal details, and how to exercise those rights. This privacy statement is subject to change as a result of, for example, changes in legislation, so we recommend referring back to it periodically. *Last changed on October 30<sup>th</sup>, 2018.*

## Stichting NLL

The foundation curates the literary treasure chamber of the Netherlands. Nearly all Dutch writers and illustrators are showcased here, in an impressive collection of manuscripts, letters, children's book illustrations, drawn and painted portraits, photos and many other unique documents and objects. The foundation allows researchers, journalists, biographers and the like to make use of the archives and also showcases documents and objects from the archives in exhibitions.

There are several reasons why Stichting NLL collects personal data, which will be detailed further in this document. Stichting NLL and all of its affiliates feel that careful handling of personal data is of the utmost importance. As such, Stichting NLL will do everything in its power to safeguard your privacy, including strict adherence to the General Data Protection Regulation. If you have any objections to the foundation collecting your personal details or the way in which this is done, please contact us.

Netherlands Literature Museum and Literature Archive Foundation

Prins Willem-Alexanderhof 5, 2595 BE Den Haag

070-333 96 66

info@literatuurmuseum.nl

Correspondence address: P.O. box 90515, 2909 LM The Hague

CoC registration number: The Hague 41150381

<https://literatuurmuseum.nl/over-ons/contact>

## Reasons for data collection

Stichting NLL collects personal data for a number of reasons, as detailed below.

### A. To grow its collection

In line with its stated aim, the foundation collects all sort of (biographical) data about Dutch authors and illustrators, which are included in its collection and are recorded at least partially in the foundation's online catalogue. Information regarding the provenance of the archived materials is recorded in the so-called acquisition records, which can only be accessed by staff members.

### B. To support its company processes

Stichting NLL maintains a digital address file, containing only the personal data that are essential to the organisation's company processes, knowledge-sharing and marketing. This way, the organisation is able to invite you to events, provide you with information regarding exhibitions and expenses, etc.

#### C. When contacting us

If you contact Stichting NLL via the Literatuurmuseum.nl website, you will be asked for your personal data. However, the contact form only asks you for details, such as your name and email address, that are required for the foundation to be able to respond to a question, tip, proposal or comment. These personal details will be stored.

#### D. Analytics

To track our visitor data and measure interest in the various sections of Literatuurmuseum.nl or Kinderboekenmuseum.nl, the foundation uses Analytics. The data collected through cookies (with the aim of improving the websites) is anonymous and not linked to your personal details. The data items that are collected include things such as the duration of your website visit and which pages you visit often. We then use this information to analyse visitor behaviour and improve our websites. You will be asked for permission prior to the installing of these cookies.

#### E. Visitor utterances

Stichting NLL may also record visitor utterances, such as the findings noted by our visitors in the guestbook, or any recordings they create. Visitors are always first informed of the duration for which data may be stored and the potential use thereof by Stichting NLL. If the information is recorded digitally and will not be used and then deleted again within one month's time, visitors and, if applicable, their legal representatives (parents, guardians, etc.) are asked for their express permission for the intended use thereof.

Data is only ever processed with your express prior permission, or to execute any agreements that you enter into, or because doing so is strictly necessary for the organisation to achieve its stated aim.

### **Storage outside of Stichting NLL**

Data collected and processed by Stichting NLL is managed in partnership with:

#### A. National Library

The various programmes and files, including the address file and the acquisition record, are stored on the National Library's servers. Stichting NLL's email is also hosted at the National Library. If you contact us via any of the forms on our websites or via email, the relevant messages will be stored on these servers.

#### B. Cloud

The Literatuurmuseum.nl and Kinderboekenmuseum.nl websites, the backups thereof, and any data you enter on these websites are hosted in the cloud.

#### C. Mailchimp

The foundation's various newsletters are submitted via Mailchimp. When you subscribe to one of these newsletters or indicate that you, as a business relation, would like to receive one of them, your name and email address will automatically be stored on the relevant list within Mailchimp.

## **Storage Term**

Your personal data will be stored for a longer period of time by Stichting NLL, but never for longer than necessary for the intended activities, unless required by law.

### **A. Collection**

Stichting NLL's management, curators and collection workers curate information about Dutch authors and illustrators. There is no specified end to the storage term for the foundation's collection.

### **B. Mailings**

To enable the sending of newsletters, your name and email address will be stored indefinitely in Mailchimp. If you would like us to stop sending you such information, you are free to unsubscribe at any time via the link at the end of each newsletter, by sending an email to [info@kinderboekenmuseum.nl](mailto:info@kinderboekenmuseum.nl) / [info@literatuurmuseum.nl](mailto:info@literatuurmuseum.nl) or by sending your request via regular mail to the Netherlands Literature Museum and Literature Archive Foundation, P.O. Box 90515, 2509 LM THE HAGUE.

### **C. When contacting us**

If you contact Stichting NLL via email or the contact form on our website, any data you enter, such as your name and email address, are stored on our email server. Such messages and the corresponding details are stored for a maximum of two years.

### **D. Analytics**

The data collected via Analytics on our website is anonymous, meaning that it is not linked to your name or email address. Said data is stored indefinitely within Google Analytics.

### **E. Visitor utterances**

There are many types of visitor utterances.

1. Analogue or written utterances, generally opinions regarding exhibitions, (parts of) the collection, and actions committed or refrained from by Stichting NLL, are stored indefinitely. They may be used for marketing purposes, but only ever anonymously.
2. Digital utterances that are recorded on data carriers over which Stichting NLL retains control are deleted within one month's time, unless you or your legal representative can be proven to have given permission for longer storage and intended use.

## **Security**

To mitigate the risk of abuse and unauthorised access to its data as much as possible, Stichting NLL takes all appropriate security measures. This helps the organisation ensure that only those who are strictly required to do so have access to this data, and that said data access is restricted. No physical copies are ever made of any of your personal data, and they are only stored in the previously

mentioned collections and data sets. Personal data - with the exception of our collection - managed by Stichting NLL or previously mentioned third parties is only accessible through the software listed above and is secured in accordance with our information security policy. The number of devices that can be used to access your data is kept to a bare minimum. Your visits to the Literatuurmuseum.nl and Kinderboekenmuseum.nl websites are secured through SSL certificates, meaning you access them via a private connection as evidenced by the green padlock symbol displayed alongside the URL.

### **Your rights**

#### **A. Right to review**

You always have the right to review any personal data pertaining to you that is collected and subsequently stored by Stichting NLL.

#### **B. Right to rectification**

If your personal data is incorrect or has since changed, you have the right to instruct Stichting NLL to rectify this.

#### **C. Right to transfer**

Stichting NLL recognises your right to transfer personal data pertaining to you, with the exception of data that is owned by Stichting NLL.

#### **D. Right to data deletion**

If you no longer want Stichting NLL to have a digital record of your personal data, you have the right to instruct us to delete said data.

#### **E. Right to file a complaint**

If you feel that Stichting NLL is not handling your personal data properly, you have the right to file a complaint with the Dutch Personal Data Protection Authority.

#### **F. Right to order cessation of data use (objection)**

If you do not want Stichting NLL to store and/or use your personal data, you have the right to instruct us to cease using said data.

If you would like to review your data or have it rectified, transferred or deleted, or if you have a complaint about our processing of your personal data, please feel free to contact us by email at [info@literatuurmuseum.nl](mailto:info@literatuurmuseum.nl) / [info@kinderboekenmuseum.nl](mailto:info@kinderboekenmuseum.nl) or write a letter to the Netherlands Literature Museum and Literature Archive Foundation, P.O. Box 90515, 2509 LM THE HAGUE. We aim to respond within a week.

### **Our obligations**

Stichting NLL processes personal data based on a justified, namely cultural, interest, such as to inform you of exhibitions, events and/or publications. Stichting NLL will never sell your data to third parties. With the exception of information pertaining to Dutch authors and illustrators, Stichting NLL only ever collects the bare minimum amount of data required for us to offer you information. If Stichting NLL ever needs to share your personal data with any party other than one of the third parties listed above for whatever purpose (such as to offer a particular service), we will always ask

your permission first. Stichting NLL reserves the right to reveal your personal data when doing so is legally required of us or when the organisation considers this justified in order to comply with a court order/legal proceedings or to protect the rights, property or security of Stichting NLL. In doing so, our aim is always to respect your right to privacy as much as possible.

### **Complaints or tips**

Stichting NLL trusts that we have hereby provided more insight into how we deal with your personal data. If you have a question, complaint, or suggestions for further improving our policy, please feel free to contact us using via the contact details listed on page 1.