

Purposes Page

Why we use your personal information

Jersey Heritage collects and processes your information either through your specific consent, as part of our contractual obligations entered into with yourself, to comply with our legal obligations and legitimate interests, for your vital interests or to comply with tasks in the public interest.

Jersey Heritage may use your personal information for a number of purposes include to:

- provide you with and enable you to participate in and/or use our services through our data collection media
- respond to, action and/or deal with your feedback, requests and enquiries
- ensure that our relevant data collection media and services are provided in the most effective manner for you and the device you are using
- manage and improve our data collection media and Services
- review and analyse your use of our data collection media and services in order to develop and improve the quality of our offering and strengthen our relationship with you
- personalise our data collection media and services and present you with content and information (including advertisements) which are tailored to you, with your consent where required
- contact you if we have not heard from you for a certain amount of time
- send you direct marketing communications (including e-mail marketing and fundraising communications), with your consent where required
- invite you to provide feedback, assist with surveys and input into consultation exercises, with your consent where required
- provide you with administrative information and/or service announcements and updates (including changes to our policies and terms)
- run marketing campaigns, competitions, prize draws and promotions, with your consent where required
- ensure our records are accurate and up to date
- perform any contract Jersey Heritage has with you (for example where you make a purchase in connection with any of our services and we need to process your payment and/or deliver something to you)
- comply with our legal obligations and to perform our statutory and public functions and duties
- administer our legitimate internal management analysis, audit, forecasts and business planning and transactions
- enforce our rules and policies (for example our rules about handling collection items),
- help ensure your safety and the security of our premises and Collections
- establish, defend or exercise our legal rights
- comply with orders/requests received from the public and regulatory, governmental and judicial bodies
- comply with our legal, regulatory and internal governance obligations (for example record retention policies)

This list is not intended to be exhaustive and may be updated from time to time as the Jersey Heritage's business needs and legal requirements dictate.