



M VAN
MUSEUM
LEUVEN

PRIVACY

Introduction

Unless otherwise stipulated, this privacy policy applies to all the products, services, websites, and apps provided by M-Museum Leuven (hereinafter 'M'). The term 'information' in this privacy policy refers to the details that we collect through our services, such as responses to surveys, information gathered through forms, or information submitted through websites that we host: all this information is yours. Personal information, or simply information, refers to information about your person that we collect and process.

Below is an overview of the content of this privacy policy. Click on the links to read the specific information concerning each service:

- > [Website](#)
- > [E-tickets](#)
- > [Newsletters](#)
- > [CRM](#)
- > [M Leuven app](#)
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- > [Making a complaint](#)

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I Website

I.1 M Websites Terms and Conditions

1. These terms and conditions apply to the website www.mleuven.be and all other websites that are published by or on behalf of M. M reserves the right to alter these terms and conditions at any time without prior notice.
2. These terms and conditions are subject to Belgian law. Disputes concerning the use of the website can only be submitted to the competent judge in Leuven.
3. This website is written and updated with the greatest possible care. M accepts no responsibility whatsoever for the use of the website. M does not guarantee that the website is free of viruses, nor that the website will be available at all times and operate faultlessly.
4. M is not responsible for hyperlinks from this website to websites of third parties. The presence of such hyperlinks in no way implies that M has any associations or links to the organization in question, nor that M supports or endorses the content of the websites in question.
5. It is permitted to place hyperlinks to our website on your website. The framing of pages from this website on your website is, however, not permitted.
6. All images and texts on this website that are not explicitly in the public domain are copyrighted by M as the copyright holder to the photographic materials, and in relevant cases to the photographs themselves. The fact that this website contains images and texts does not imply that M is in all cases authorized to provide licenses for the further publication or reproduction of these materials.
7. The brands, trademarks and logos of M are protected under trademark law. Unauthorized use of these logos and brands is forbidden.
8. In cases of inconsistency between the text of these general terms and conditions and the specific terms and conditions, the specific terms and conditions take precedence.

I.2 How is information gathered?

I.2.1 General

1. M takes great care with the collection and processing of the personal information of users of our website. The M website is consciously designed to protect your privacy to the greatest possible extent.
2. In the event that you indicate via a website (published by or on behalf of M) that you wish to receive information via email, you agree that M will occasionally inform you about the activities and services that M and its partners provide. At all times, you will have the possibility to indicate that you would not like to receive further information. In the event that you do not wish to receive any more information from M, you can deregister at any time using the link in our e-newsletters. M will never share your

information with third parties without your explicit consent. In exceptional cases, M may appeal to third parties to provide certain services. In such cases, certain information (e.g. country, duration of website visit, etc.) will be communicated to third parties. This will only occur for the stated purpose and the third parties in questions shall treat the information as confidentially as M does.

3. M does not collect names, addresses, telephone numbers or other information unless the website visitors voluntarily supply this information via one of the web forms. You can use web forms, for example, to request an estimate or to register for an activity or respond to a call (e.g. 'collectors wanted'). This information is collected in order to prepare and execute a contract or service. The information will only be used for the stated purpose, unless you indicate otherwise (for example by registering for a newsletter). M will not retain this information for any longer than necessary for the purposes for which it is intended.

1.2.2 Web forms

Information can be collected on the M website through seven different kinds of forms:

1. Registration for a newsletter
 - > Information such as name, surname, email address, etc.
 - > Additional information such as interests (e.g. old masters, contemporary art, family events, etc.)
 - > Purpose of the information gathering: advertisements, direct marketing and profiling
 - > Juridical basis of the information gathering: unambiguous permission from the person in question
2. Registration for activities
 - > Information such as name, surname, email address, etc.
 - > Additional information such as the day and/or hour of the activity, possible interest in the newsletter, number of participants, remarks/questions, etc.
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service
3. Registration for family activities
 - > Information such as name, surname, email address, etc.
 - > Additional information such as the day and/or hour of the activity, remarks/questions, number of adults, number of children, etc.
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service

4. Registration of activities for M-bassadors
 - > Information such as name, surname, email address, etc.
 - > Additional information such as the day and/or hour of the activity, remarks/questions, number of participants, etc.
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service

5. Registration of activities for M-art patrons
 - > Information such as name, surname, email address, etc.
 - > Additional information such as the day and/or hour of the activity, accompaniment by partner, etc.
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service

6. Requesting an estimate
 - > Information such as the name of the organization, the address of the organization, etc.
 - > Additional information such as the date of the event, the number of invitees, the type of event, etc.
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service

7. Requests regarding personal information
 - > Information such as name, surname, email address, telephone number, etc. to verify your identity
 - > Requests to consult, change, or delete your information
 - > Purpose of the information gathering: provision of service
 - > Juridical basis of the information gathering: to prepare and execute a contract or service
 - > In the event that a request to delete all personal information is submitted, this information will likewise be deleted

You can submit a request at any time to consult, change or delete your information [here](#).

2 E-tickets

In order to buy an online ticket, you need to make a (personal) account. Through your account, you can buy tickets for activities organized by M, but also tickets organized by our partners: the City of Leuven - 30CC, the City of Leuven – The Leuven Tourist Office, KU Leuven University Library and the City of Leuven – Park Abbey. Your information is not public, but it is visible to these partners. M will not communicate this information to these partners without your explicit consent. Through your account, you can buy a museum ticket online and/or a membership to M.

1. Buying an e-ticket (at M) is subject to the general terms and conditions of M. If you buy a ticket online, you will provide M with one or more of the following (personal) details.
 - > Information: title, name, surname, sex, date of birth, telephone number, mobile phone number, email address, country.

- > Additional information: interest in the newsletter, museum visit, e-tickets.
 - > Purpose of the information gathering: sale of e-ticket
 - > Juridical basis of the information gathering: to prepare and execute a contract or service.
2. The online sale of an M-bassador membership is subject to the general terms and conditions of M. If you buy a membership online, you will provide M with one or more of the following (personal) details.
- > Information: title, name, surname, sex, date of birth, telephone number, mobile phone number, email address, country.
 - > Additional information: start date of the membership, type of membership, membership formula.
 - > Purpose of the information gathering: sale of membership
 - > Juridical basis of the information gathering: to prepare and execute a contract or service.

3 Newsletters

Via the website, you can register for one or more of our newsletters. Registrations for e-newsletters are exclusively saved in the CRM system and the newsletter system and are only used for the e-newsletter for which the reservation occurred. Via a link at the bottom of the e-newsletter, you can change your profile and/or preferences at all times or deregister.

4 CRM

M uses two different CRM systems. Data collected through e-tickets and M-bassador memberships are saved in CRM system A. All other information saved, for example, for professional contact, e-newsletters, room rentals, etc. is saved in CRM system B. Your preferences are carefully recorded in both systems, such as your title, language, newsletters, contact preferences (e.g. professional contact of the department of Contemporary Art), etc.

M will not save your information without your explicit consent. Your information will not be sent to third parties without your explicit consent. In exceptional cases, M may appeal to third parties to provide certain services. In such cases, certain information will be communicated to third parties. This will only occur for the stated purpose and the third parties in question shall treat the information as confidentially as M does.

You can submit a request at any time to consult, change or delete your information via [our website](#).

5 M Leuven app

During your visit to M, you can make use of our audio guides, but M also offers the possibility to install the M Leuven app. Using the app, you can follow pre-programmed tours of the museum, and you can design your own tour or discover the works around you using Bluetooth and your location information. You can also use the app to create a profile. Using your personal profile, you can save your favourite works, share creations that you have made (*memes*) on social media, etc. You can delete your profile at any time by submitting [a request via our website](#).

6 Touchscreen

In one of our museum rooms, you can explore your own creative talents. A large touchscreen not only provides information about the ninety works in the room itself, but also allows you to experiment as a curator. You can select a theme and a period, select works, and arrange them however you want. You can thus experience what changes when objects are combined in different ways. You can send your creation to yourself by entering your email address. Your email address will only be used to send the artwork arrangement you have created to you. Your email address will not be used for any other purpose and will be deleted after two days.

7 Social media

Our services may include buttons to promote pages or share pages on the social networks [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). These buttons are created using code provided by the networks themselves. Among other things, this code uses a cookie (see above). Please consult the privacy policies of these networks (which may be updated regularly) to see how they use your information that they collect through this code.

8 Surveys

A few days after you book a tour, you will receive an email from us inviting you to complete a survey. Through this survey, you can tell us more about your experience at the museum: what did you think of the exhibition, the guide and/or our collection presentations, what did you like, what could we improve, etc. We are very grateful for all the feedback we receive. The personal information that you submit with the survey will not be saved, but it is possible that (anonymous) feedback will be included in our annual report.

9 Changes to this privacy policy

Whenever our website changes, we will necessarily have to change our privacy policy. Please check the date (mentioned in the header) and check regularly to see if there are newer versions of [this webpage](#). The latest version was uploaded on 22.06.2018.

10 Consulting, changing, and deleting information

If you have any questions or wish to know which information we have collected about you, you can contact us at any time via [this webpage](#).

You have the following rights:

- > To receive a comprehensive survey of the personal information about you that we have and what we do with it
- > To consult the precise information that we have
- > To correct any mistakes in this information
- > To delete this information
- > To withdraw your consent
- > To make a complaint about any particular use of your information

It is very important that you clearly inform us about who you are so that we do not change or delete the wrong person's information.

II Making a complaint

If you do not think that we have helped or assisted you in the correct way, please contact us directly (see the contact information at the top of this page). You have the right at all times to make a complaint to the Data Protection Authority.