

About Natural History Museum Abu Dhabi

Natural History Museum Abu Dhabi will take visitors on a 13.8-billion-year journey through the story of our universe and our planet, offering a view into the origins and complexity of life as we know it. Igniting a lifelong passion for the natural world, visitors will leave with a thought-provoking perspective into a sustainable future for our planet, empowering a new generation of advocates to help shape the next chapter of Earth's story.

About This Notice

This Privacy Notice applies to information we collect about:

- Visitors to our digital channels (e.g., website, apps, social media channels)
- People who choose to receive our marketing-related communications

The notice provides information on how we use any personal information we collect about anyone interacting with us through online platforms. Their individual rights to access, correct, and manage the information we hold about them including privacy preferences and cookie settings. Additionally, it outlines how to contact us for queries or complaints about our use of personal information or how to opt out from non-transactional communications.

Processing of Personal Information

When requesting your personal information, we will clearly explain the purpose for which it is needed and how it will be used. We will also guide you to our relevant Privacy Notice for further details. Safeguarding your data is a top priority for us, and we take great care in storing this data.

When Do We Collect Personal Information?

Personal information is collected directly from you when you interact with us and allow us to do so. For instance, we gather your information when you perform the following actions with us:

- Sign up to Natural History Museum Abu Dhabi's services or activities, including but not limited to, creating a website profile, signing up to marketing related communications, etc.
- Send or receive an email from us

- Make an inquiry
- Visit our website or other platforms
- Apply for a role with us
- Provide us with your feedback
- Contact us via our customer contact center

Information may be collected through our website, social media channels, or from any form of communication established with us.

Personal Information We Collect

The personal information we collect may include the following but not limited to:

- **Full Name**
- **Email Address**

Cookie Usage

Our website does not use cookies to collect personal data. We only use cookies that are strictly necessary for the basic functionality of the website.

How We Use Your Information

We collect your information to fulfil our public task (serves as our legal basis for this data collection) and provide you with the service(s) you have requested.

When you sign up, subscribe, and opt in to our communications through online channels, then you are giving us your consent to send you non-transactional communications through email. We will never send you these communications without your consent, and you can opt out or withdraw your consent at any time.

The personal data we collect from you is only used for the purposes for which it was obtained. We ensure that we have a legal basis to use your personal information for the purposes mentioned in this Notice (usually with your consent, further to a legitimate interest's assessment, or because the use of your data is necessary to comply with a legal obligation).

Transactional communications

There are transactional communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This may include thanking you and renewal letters, member benefits, queries regarding returned mail, bounced payments, booking, and purchases-related communications.

Responding to your queries

If you contact us with queries, comments, compliments or, complaints then we will keep a record of this correspondence and any associated documents so that we have the information available in the event of a follow up, dispute, or investigation.

Notifying you of changes to policies

If we make updates to our policies that may affect you, we will use your contact details to inform you of the changes.

Marketing and Communications

We may send you promotional communication based on your consent. The communication that we might share with you includes:

- Details of other products, services, or events related to the museum, such as exhibitions,
- events, eCommerce shop, cafe, or restaurant offers etc
- News and updates about the museum such as our programmes, learning, promotions, or newsletters
- Studies and feedback surveys to provide you a better experience and serve you better

Analytics

It is within the museum's legitimate interests to store and perform analytics on your data to continue to improve our understanding of our visitors. This allows us to deliver world-class transformative, visitor-focused experiences, customer support, and knowledgeable visit.

Visitor analytics is done on aggregate basis so that individuals cannot be readily identified.

We carry out customer analytics to improve our understanding of our target audiences. This helps us target our marketing more efficiently, understand what topics you are interested in, and personalize and improve your experience if you have consented to receive communications from us.

You can choose to opt out from our marketing related communications at any time by visiting our website.

Sharing Information with Third Party

We will never sell, trade, or transfer your personal information to any third parties or external organizations, except as required by law. Your data will be used solely for the purposes stated in this Privacy Notice and will not be shared or sold under any circumstances.

How Long Do We Retain Your Data?

The information that we hold about you will only be kept for such periods as is necessary to perform the required purpose unless a longer period for the retention of your personal information is required by law.

Your Rights to Manage Your Data

Under the UAE data privacy legislation, you have the following rights to have your data managed as per your wish:

- The right to be informed about the collection and use of your personal data
- The right to access personal data and supplementary information
- The right to have inaccurate personal data rectified, or completed if it is incomplete
- The right to erasure (to be forgotten) in certain circumstances
- The right to restrict processing in certain circumstances
- The right to data portability, which allows you to obtain and reuse your personal data for your own purposes across different services
- The right to object to processing in certain circumstances
- Rights in relation to automated decision-making and profiling
- The right to withdraw consent at any time (where relevant)
- The right to complain to the relevant Supervisory Authority

Please note that the above rights are not absolute, and we may be entitled to refuse your requests where exceptions apply.

Protection of Your Data

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal information to those employees, agents and contractors who have a business need to know. They will only process your personal information on and as per our instructions, and they are subject to a duty of confidentiality.

Data Breach Notification

We have put in place procedures to deal with any suspected data security breach and will notify you and the relevant authorities of a suspected breach where we are legally required to do so.

Changes To This Privacy Notice

Natural History Museum Abu Dhabi may change and/or update this Privacy Notice from time to time to meet changes in the laws/standards, business needs, or to satisfy the needs of our visitors and members. We keep our Privacy Notice under regular review. Any changes to this Privacy Notice will be posted on our website and date-stamped so that you are always aware of the latest update.

Have privacy - related queries? Contact us

Should you have any concerns or questions regarding your privacy, you may submit your inquiries to data.privacy@naturalhistorymuseum.ae