

Privacy Policy

The Sacred Art Museum of Funchal (MASF) is committed to protecting your privacy when you visit this website (www.masf.pt) and its subdomains (collectively "MASF website"). By using the MASF website, the Personal Data you transmit to us will be processed in accordance with this Privacy Policy.

Data controller

The data controller for the processing of Personal Data is the Fundação Museu de Arte Sacra do Funchal –MASFUNCHAL (hereinafter referred to as "Sacred Art Museum of Funchal", "MASF" or "we"), a non-profit public utility entity, with headquarters at Rua do Bispo, nº21, 9000-073 Funchal, holder of the Tax Identification Number 591001543.

Contacts

Phone: (+351) 291 228 900
E-mail: secretariado@masf.pt

What personal data we collect

Personal Data refers to information that identifies a person, or that can be identified with respect to a person.

MASF collects various types of Personal Data according to the different purposes, collecting in particular the following:

- Full name
- Date of birth
- Email address
- Phone number
- Address
- Address for billing purposes
- Taxpayer ID no
- Transaction information including purchased products
- Purchase history
- Details of your chosen payment method and credit/debit card or Paypal email details.
- Records of your correspondence with us
- Your image when you visit MASF, via video surveillance or photo or video capture during your visit
- Position you hold (applicable only to institutional and business contacts)
- Company name (applicable only to institutional and business contacts)

This data is used exclusively for the purpose of processing information relating to the purposes for which they are used (see below), and are in no case provided to other entities, save for legal exceptions.

How we use your personal data

Newsletter and E-mail

MASF may use your email address to:

- Disseminate cultural activities, such as exhibitions, conferences, guided visits, workshops, workshops and other events;

- Disseminate a newsletter on cultural activities taking place in MASF or related to MASF;
- Disclosure promotions or discounts on the purchase of tickets for certain events;
- Disseminate products sold in the Store, as well as promotions associated with them;
- Respond to requests for support and information, and complaints.

Online shopping

MASF uses third-party services to manage and process your online purchases of museum tickets or store products. MASF requires its suppliers to maintain the security of the information you provide to us, restricting suppliers from using this information in any manner not expressly authorized by MASF.

When you make a purchase on the MASF website we need to know your name, billing and shipping addresses, phone contact, email address, and your payment method details (credit/debit card details or Paypal email) to process your order. Payment information is sent to our third-party service providers in order to carry out fraud detection and payment processing services. We do not store credit/debit card numbers. The remaining information is saved in order to facilitate customer service and inform you of the status of your order.

Forms

The data collected through the forms available on the MASF website are processed for explicit purposes, such as for contact, newsletter submission, or preparation of visits and activities of the Educational Service.

From time to time, MASF may invite you to participate in surveys by completing forms published on the MASF website or sent by email. You can decide whether you want to fill out these forms, which may ask you about your background, occupation, etc. MASF uses this information to better understand its public, which in turn allows us to better meet your needs and interests. The information collected in these surveys is never sold or leased to third parties for marketing purposes, but we may share it with external vendors for analysis (see "Third-Party Links and Services" below).

Video Surveillance

The spaces of the Museum of Sacred Art of Funchal have a video surveillance system. The capture of images is intended for the safety of visitors, our team and the collection, and to prevent or detect crimes.

The images are restricted to authorized security personnel and are stored for up to 30 days unless flagged for review.

Photography and video

During your visit you may be photographed or filmed by museum staff. These photos are intended for our archive, and may be used in printed or digital material (on the website or on MASF's social networks) for MASF dissemination.

Storage of personal data

MASF only retains your personal data for as long as necessary to fulfil the purposes for which the data was collected, in accordance with the terms set out in this Privacy Policy. This will depend on our legal obligations and the type of information and why we collect it. For example, if you provide us with your contact when making a purchase, we will use your contact only for purposes related to that purchase and only for as long as necessary.

By law, we must retain certain basic information about our customers and partners and their transactions with us for specific periods of time.

MASF frequently reviews its data collection, storage and processing policies to ensure that it only collects, stores and processes the information necessary for the provision or improvement of services.

Security

MASF adopts the necessary and appropriate technical, electronic and organisational procedures to ensure the security of your personal data, and to prevent its loss, misuse or undue access.

The MASF website uses various measures to protect your data, however, since the collection is carried out on an open network (internet), these measures are not 100% secure as there is always some risk involved in data transmission. Your data may, where appropriate, circulate on the network and may be seen and/or used by unauthorized third parties. While we strive to protect your personal data, we cannot guarantee the security and privacy of any information you transmit to us, and you do so at your own risk.

Cookies

The MASF website uses technologies such as cookies to improve its operation and user experience. Cookies are small data files that are automatically sent to your browser from a web server and stored on your computer's hard drive. Cookies let you remember which products are in your shopping cart and personalize your experience. This technology does not contain any personal information about you; it is used to collect information to analyse website traffic, improve our content and browsing, enhance our marketing efforts, personalise your experience and provide online advertising and/or offline advertising tailored to your interests based on your online behaviour.

MASF also works with third-party analytics and marketing partners who use cookies on our behalf (see "Links and third-party services" below).

You can choose to configure your browser so that you do not accept cookies. Most areas of the site will operate without cookies, but these are necessary if you want to register, log in or place items in your shopping cart. For an optimised experience with the MASF website, we recommend that users allow cookies.

You can find more information about cookies at: <https://www.youronlinechoices.eu>

Third-party links and services

The MASF website integrates links and other third-party resources that have their own privacy policies, and for which MASF is not responsible. We recommend that you always read the privacy policies of the websites and platforms you use.

MASF does not review all sites linked to its website and it is not responsible for the content or policies of any other sites linked to the MASF website. MASF provides links to other sites as a convenience, and the use of these links is at your own risk. A link on the MASF website does not imply affiliation of this site with MASF.

Guarantees

The user warrants that the personal data transmitted to MASF is correct and undertakes to notify any change or modification thereof, and assumes exclusive responsibility for the losses and damages caused by the erroneous, inaccurate or incomplete communication of the data.

You are expressly advised that when transmitting personal data publicly on MASF's social networks such as Facebook, Twitter and Instagram, it may be viewed and used by third parties.

Exclusion of guarantees

The use of the MASF website is at your own risk.

MASF makes reasonable efforts to update the site but assumes no responsibility for any errors or omissions, including inaccuracy of content, or for any damages or losses that you or third parties may incur as a result of the site's unavailability. MASF is not responsible for any damages or viruses that may affect the user's equipment resulting from the use of the MASF website.

Neither MASF nor its partners, board members, employees, agents or sponsors shall be held liable for any damages, including but not limited to any direct, indirect, incidental, compensatory, punitive or special damages (even if the MASF has been previously advised of the possibility of such damages occurring), related to the content and/or use of the MASF website by the user.

Contacts

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