

The British Library

Privacy Policy

At the British Library, we care about the privacy of the people who use *our Services*, and this *Policy* explains how we deal with *your personal information* in relation to *our Services*. We explain many of the terms used in this *Policy* on our [Definitions](#) page – defined terms are shown in italics.

Depending upon *your* relationship with *us*, we may also provide you with additional *Service* specific information about *our* use of *your personal information* which should be read alongside this *Policy*. Specific details relating to *our Services* can be found on the [Our Services](#) page.

1. What type of information does the British Library collect about you?

- 1.1 We may collect certain *personal information* which (either on its own or when combined with other information we hold about you) allows us to identify you as an individual and which is about you. You can see details of the types of *personal information* we may collect on the [Personal Information](#) page.
- 1.2 We will normally collect *personal information* directly from you when you volunteer it to us or from your use of *our Services*. Normally, we try to limit our use of information which allows us to identify you as a named individual to the details we need to provide the requested or agreed *Service* for you.
- 1.3 Where possible, we collect and use details which do not identify you as a named individual, such as website usage information, aggregated information and statistics and other details of how you use *our* online content and *Services*. Some of this information may involve the use of cookies and web beacons. Please see the **Depersonalised & Anonymous Information** section below, as well as our [Cookie Policy](#) for more information.
- 1.4 However, we may also collect information from and/or combine your *personal information* with information from other sources. We only do this where lawful to do so and where it helps the Library to provide efficient, relevant *Services* to our users. You can find more details about other such sources on the [Data Collection](#) page.
- 1.5 We do not normally collect any *sensitive personal information* from or about you and do not wish to do so unless essential. You can find more details about such situations on the [Personal Information](#) page.
- 1.6 We may store your *personal information* in electronic and/or hard copy format.
- 1.7 To understand why we collect and further use your *personal information* please see the **Why does the British Library use your personal information** section below.

2. How does the British Library collect your personal information?

- 2.1 The *Policy* applies to any *personal information* we collect through *our data collection media*. See the [Data Collection](#) page for more details.
- 2.2 We collect your *personal information* through *our data collection media* whenever you use any of *our Services*.

3. Why does the British Library use your personal information?

- 3.1 The *Library* may use your *personal information* for a variety of purposes, depending upon the *Service* you have requested or are using. This will normally simply be to do what you have requested, such as to deal with your enquiry, give you access to the *Library*, provide a requested book to you, or send you tickets to an event.
- 3.2 Other uses of *personal information* will be to ensure that the *Library* can meet its legal, regulatory and good governance obligations (and regulator's expectations), such as meeting audit requirements.
- 3.3 In addition, where agreed with you, we may tailor our communications and dealings with you to better reflect your needs and preferences, such as sending you newsletters with your preferred topics highlighted, or to inform you that our shop offers a book relevant to an event you are attending, or to make you aware that an event similar to one recently attended by you is being scheduled.
- 3.4 More details about why we use your *personal information* can be found on the [Purposes](#) page.
- 3.5 The [Purposes](#) page is not intended to be exhaustive and may be updated from time to time in line with the *Library's* business needs and legal requirements.
- 3.6 We may also convert *personal information* into depersonalised ("pseudonymous") data or anonymous data and use it (normally on an aggregated statistical basis) for research and analysis to improve our *Services*, processes and performance. For more information, please see the **Depersonalised and Anonymous Information** section directly below.
- 3.7 In carrying out the above, the *Library* processes your personal data in a variety of ways, each of which may have a different legal basis. We may process your personal data because:
- You have given your consent (e.g. for the provision of marketing correspondence)
 - It is necessary for the performance of a contract with you (e.g. the purchase of tickets or other goods or services)
 - We are under a legal obligation to do so (e.g. for equality monitoring or health & safety purposes)
 - It is in the public interest and in the performance of our official duties (e.g. the provision of access to, and the security of, our Collections as set out in the British Library Act 1972)

4. Depersonalised and Anonymous Information

- 4.1 Depersonalised or aggregated information does not personally identify *you*. It may be used for statistical analysis and administration, including analysis of trends, carrying out actuarial work, tailoring products and *Services*, risk assessment and analysis of costs and charges in relation to *our Services*.
- 4.2 *We* may automatically collect certain information from you (such as usage information) when *you* use *our data collection media*, through the use of web beacons, device identifiers, pixel tags, cookies and similar technologies. *We* may combine this information with other *personal information* that *we* have collected from or about *you* in order to learn more about how *you* use *our data collection media* and *Services* so that *we* can improve *our Service* offering.
- 4.3 To find out more about how *we* collect and use this automatically collected information, please see *our* [Cookies Policy](#).

5. Does the British Library share *personal information* with third parties?

5.1 Your *personal information* will be made available to those members of *our* staff who need to see it in order to perform their functions/roles/responsibilities at the *Library* in respect of the *Services* you have requested or agreed to use.

5.2 Your *personal information* may be held by *us* in one or more customer relationship management or CRM database(s), consolidating details of *your* dealings with the *Library* across various *Services*, to ensure *we* have clear and accurate records about *your* use of *our* *Services*, to better understand *your* requirements and how *we* might provide other *Services* to *you*. For instance, the *Library* may assess *your* attendance at events, against *your* purchases from *our* shop, in order to consider making you aware that event specific products may be purchased from our shop.

Please note: Details relating to the specific Collection Items that you have requested during *your* use of *our* Collections (for example through use of *our* Reading Rooms or *our* remote *Services* such as Document Supply) will never be used to provide marketing analysis or similar functions.

5.3 In addition, the *Library* makes use of expert third party service providers to help it to provide relevant *Services*, such as expert IT providers helping the *Library* with *our* IT systems, or professional auditors. These third party service providers may use *your personal information* in order to provide the agreed *Service* to the *Library*, or to *you* on *our* behalf. Please note that certain individuals who will see *your personal information* may not be based at the *Library* or in *your* country (please see **below**).

5.4 *We* may share *personal information* within the *Library's* advisory boards, panels and councils as needed for reasonable management, analysis, planning and decision making, including in relation to taking decisions regarding *our Service* offering, order or customer request fulfilment.

5.5 Where thought necessary by the *Library*, in limited cases, *your personal information* may also be shared with other people and organisations outside the *Library* to the extent permitted or required by law (for example, to meet legal obligations on the *Library*, or to provide reasonable voluntary cooperation with a relevant police investigation), as further described on the [Sharing Your Personal Information](#) page.

6. Will the British Library send your personal information overseas?

6.1 You should be aware that the recipients of *your personal information* (as set out in this *policy*) may be located in countries or territories outside the European Economic Area (“**EEA**”) which may not have data protection laws equivalent to those in the UK.

6.2 Where *we* (or our third party service providers acting on *our* behalf) transfer *your personal information* to countries outside of the EEA, *we* will put in place such other measures as are required by law to ensure that those transfers are adequately protected.

7. What are your choices relating to contact from us?

- 7.1 We may contact you with information that may affect your use of a service, for example, disruptions to services, reading room closures, lost property, or problems with orders, or to request your feedback in relation to those services. Administrative e-mails may also be sent automatically following certain actions, for example, welcome e-mails when you register for a service. Please note that you will not be able to unsubscribe from administrative and service-related communications unless you unsubscribe from the relevant services.
- 7.2 We may wish to provide you with information about new Services, including products, events, courses, collections, promotions and offers from the *Library* which may be of interest to you, and we may invite you to take part in market research. We may contact you by email (or in some cases by mail) to tell you this information, but we will obtain your consent before contacting you with “direct marketing” in this way.
- 7.3 We will ensure that any direct marketing communications that you receive from the *Library* provide a simple way for you to decline or change your mind about further marketing. For example, in emails the *Library* may provide you with an ‘unsubscribe’ link, or an email address to which you can send an opt-out request. The *Library* will take steps to stop any direct marketing to which you object, or in respect of which you withdraw your consent, within a reasonable period of time sufficient to allow for the change to be administered after being told of your objection or withdrawal of consent.
- 7.4 If you tell us that you no longer wish to receive the *Library’s* direct marketing communications we will take steps to respect your modified direct marketing preferences and will keep a record of your request so as to avoid contacting you again in the future with direct marketing content.

8. How does the British Library keep *your personal information* safe?

- 8.1 The *Library* takes steps to seek to protect the security of *your personal information*, in accordance with *our* legal obligations.
- 8.2 Please note that *we* cannot guarantee the security of any transmission of *personal information* over the Internet. Communications sent over the Internet, such as emails, are not secure, although their security may be increased if they have been encrypted. While *we* strive to protect *your personal information*, *we* cannot guarantee the security of any information transmitted to us over the internet. Therefore, please do not submit *personal information* to us online unless *you* accept the security risks of doing so.

9. What are *your rights* in relation to *your personal information*?

- 9.1 *You* have a number of rights in relation to *your personal information*. Please see the [Your Rights](#) page for more details.
- 9.2 If *you* would like to exercise any of *your* rights or if *you* have any questions about this notice, please contact *our* Data Protection Officer at:

Corporate Information Management Unit
The British Library
96 Euston Road
London
NW1 2DB

Email: dp@bl.uk

- 9.3 If *you* believe that any of *your personal information* is incorrect or incomplete, please let *us* know as soon as possible. *We* will consider *your* request and will make any changes that *we* agree are needed.

10. Retaining your personal information

- 10.1 We will keep *your* details on record until we have completely dealt with *your* request, enquiry, or *our* contract with *you*, and then for a reasonable period afterwards, in accordance with data protection and other applicable legislation, as set out in our [Records Management Policy](#).
- 10.2 The *Library* may keep *your* details on record for as long as is necessary for the purposes for which it may use *your personal information*, as set out above. If the *Library* decides that holding *your* details is no longer necessary we will securely delete / destroy *your* details.
- 10.3 In general, we will retain the *personal information* that *you* have provided to *us* for seven years since *your* last contact with *us*, for the purposes of audit, analysis and customer management, and the defence of legal claims. However, any *personal information* provided to us in the context of the use of *our* Collections (such as via the Reader Registration process) will be retained for a significantly longer period, for the purpose of administering the security of our collections. This period is currently 40 years, but we reserve the right to increase this period as necessary to protect the integrity of the cultural treasures that we preserve on behalf of the nation, in line with *our* responsibilities as set out in the [British Library Act](#).

11. Other Information

- 11.1 Certain *Services*, such as *our* document supply service, allow nominated administrators within an organisation to set up and manage a corporate account by controlling the level of use by their colleagues, and adding or removing names from the corporate account. Individuals using a corporate account should consult their organisation's policies for the terms and conditions under which they may use their organisation's corporate account.
- 11.2 *Our* website and the electronic resources provided in *our* Reading Rooms contain extensive links to other independent websites that are not controlled by the British Library. This *Policy* applies to the direct use of *our Services* and *Data Collection Media* only. *You* are strongly advised to consult the privacy policies of other websites *you* visit for information about their policies and practices.
- 11.3 Online payments by credit or debit cards for some *Services* provided by the *Library* are processed under contract using specialist third party service providers. When a payment is processed by service provider acting on our behalf, card details are collected over a secure link and protected by industry standard software which encrypts your information. *We* do not collect any payment card account details and they are not made available to *us*. Our service provider will use the information *you* provide to process *your* payment or to refund any monies due to *you*. Please refer to the terms and conditions for the relevant *Service* for further details. Payments processed on behalf of the *Library* are managed in line with the Payment Card Industry Data Security Standard.

12. Changes to this Privacy Policy

- 12.1 *We* may change this *policy* from time to time to reflect changes in the law and/or *our* privacy practices. *We* will update the date at the bottom of this page whenever *we* do that.
- 12.2 *We* encourage *you* to check this *policy* (and any other policies *we* have provided to *you*) for changes, for example when *you* revisit *our* websites.
- 12.3 By submitting *your personal information* to *us*, *you* are indicating that *you* consent to *our* use of *your personal information* as described in this *policy* (as amended from time to time).

13. Contact Us

If *you* have any questions about this *policy*, please contact *our* Data Protection Officer at:

Corporate Information Management Unit
The British Library
96 Euston Road
London
NW1 2DB

Email: dp@bl.uk

Definitions

Data Collection Media	The various different IT systems and other processes that <i>we</i> use to support and provide <i>our Services</i>
Personal Information	Information which is about you, and which (either on its own or when combined with other information) could be used to identify you as an individual
Policy	The British Library Privacy Policy as updated from time to time
Sensitive Personal Information	<i>Personal Information</i> which relates to “Special Categories” of information defined in the General Data Protection Regulation 2016 (such as racial or ethnic origin, political opinion, religious or philosophical beliefs, Trade Union membership, genetic data, biometric identifiers, physical or mental health conditions, alleged offences and convictions, or sexual life), as well as other <i>personal information</i> that warrants a higher level of protection such as personal financial details.
Service Specific Privacy Notices	Specific privacy notices issued by the <i>Library</i> which give <i>you</i> more information about how <i>we</i> use <i>your personal information</i> in connection with a specific <i>Service</i> . See the Our Services page for specific information.
Service(s)	The various different services, functions and/or facilities offered by the <i>Library</i> from time to time. See the Our Services page for specific information.
Library, Our, We and/or Us	The British Library
You and/or Your	The individual using our <i>Services</i> , for example <i>our</i> Readers, customers, visitors, donors, or other users.

Our Services

Our Services include *our*:

- Reading Rooms and remote Collection services (including *our* online document supply service, *our* online theses database and *our* digital library and web archives)
- information resources (including *our* websites, applications and newsletters)
- online and physical shops
- Business and IP centre consultancy services
- online image facilities
- exhibitions, events and tours
- WiFi service
- learning programmes
- donation facilities
- membership schemes and registered accounts
- PLR author administration services

Service Specific Privacy Notices

If we issue a *Service Specific Privacy Notice* it will be found here.

<http://www.bl.uk/careers/> - When people apply to work at the British Library, we will only use the information they supply to process their application and to monitor recruitment statistics. Where we want to disclose information to a third party, for example, to take up a reference or to carry out a background check for the purpose of pre-employment security vetting, we will not do so without informing them beforehand, unless the disclosure is required by law.

Personal information about unsuccessful candidates will be held for 24 months after the recruitment exercise has been completed. It will then be destroyed as confidential waste or deleted. We retain statistical information to help to inform and improve our recruitment activities; for the purpose of ethnic monitoring and to obtain workplace statistics on, for example, gender, race, disability and age. The information retained is anonymised so that no individuals may be identified from that data.

Once a person has taken up employment with the Library, we will compile a file relating to their employment. The information contained in this will be kept securely and will only be used for purposes directly relevant to that person's employment. Once their employment with Library has ended, we will retain the file in accordance with our retention schedule and then delete or destroyed as confidential waste.

Personal Information

The British Library may collect a number of different types of *personal information* from you depending on which of our *Services* you choose to use, but which may include all or any of *your*:

- title
- first name
- surname
- login credentials (including username and password)
- postal address (including billing/shipping addresses and postcode)
- telephone number (including home and mobile phone numbers)
- photograph (for example when you register as a reader with the *Library*)
- email address
- social media account ID (including your Facebook username and Twitter handle)
- device information (such as MAC address, IP address, operating system and browser type)
- location information (such as a GPS signal emitted by your mobile device)
- age
- date of birth
- gender
- information necessary for legal compliance (including details of ethnicity or disability/access requirements)
- payment information (such as debit or credit card details)
- educational institute details (such as your school, university or college)
- marketing preferences (for example where you have opted in to receive our newsletter(s))
- reason(s) for contacting us, such as enquiries or requests
- opinions, preferences, feedback, complaints, comments and/or suggestions (including comments made on our social media pages and online discussion forums)
- online browsing habits, activities and behaviour (such as which of our web pages you have visited and when you visited them)
- visit history, habits, activities and behaviour (such as when you visited our buildings, or whether you attended as part of a group)
- preferences, access needs and dietary requirements
- employment related information (if you apply for a job, placement, internship or volunteer post)
- security related information (such as proof of address if you register to become a reader, security incident reports, or CCTV footage of our public areas)

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

Sensitive Personal Information

The British Library may on rare occasions collect and use *your sensitive personal information*, such as dietary or access and assistance requirements which may indicate a health condition or illness, or other *sensitive personal information* details which are volunteered or provided by *you*.

If *we* need *sensitive personal information* *we* will ask *you* to provide us with necessary details only. For example, *we* may need to collect *sensitive personal information* when *you* register to become a reader so that *we* can help *you* with any access requirements *you* might have and comply with *our* legal obligations under equality legislation. In other cases, *we* will collect this type of information only with *your* clear consent. If *you* provide us with any *sensitive personal information* in any other instance, *you* will be deemed to have consented to *our* collection and use of that information. For that reason, *we* ask that *you* do not provide us with this kind of information unless *you* need to.

Data Collection

The British Library's *data collection media* include *our*:

- physical sites (including the staff, systems and equipment located in *our* buildings in London St Pancras, Boston Spa, and Stockton-on-Tees)
- websites and micro sites as may be updated and/or extended from time to time, including our main website at www.bl.uk, and the individual web portals associated with our *Services*
- mobile sites and applications
- other online/mobile interactive features
- official social media pages (these may provided in partnership with a third party social media platform such as Facebook or Twitter – in in which case please note that their privacy policies and practices apply and need to be considered by *you*)
- communication channels (telephone, SMS/text message, email and fax)

Other Sources of *Personal Information*

The British Library may collect *your personal information* from and/or combine it with information from, other sources, such as:

- public sources. These may include Google or other internet search engine results, or publicly available data from Facebook, Twitter and similar social media, or other information in the public domain
- individuals and/or organisations whom *you* have confirmed may provide their *personal information* to us
- government, tax or law enforcement agencies
- other sources, such as when information about *you* is volunteered by a third party e.g. mentioned in a complaint, or part of a group booking arrangement they facilitate

How to update *your Personal Information*

You may change or update *your personal information* by:

1. modifying your profile through the [My Account Service](#)
2. contact *our* Customer Services team directly by e-mail to Customer-Services@bl.uk
3. contact the appropriate *Service* directly

Why we use your Personal Information

The British Library may use *your personal information* for a number of purposes, including 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*
- 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
- 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
- ensure *our* records are accurate and up to date
- perform any contract the *Library* 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 *Library's* business needs and legal requirements dictate.

Sharing Your Personal Information-

The British Library may share *your personal information* with any or all of the following:

- third parties which may use *your* personal data to perform functions and/or provide services on *our* behalf (such as website hosting, payment services, logistics, customer services, IT, marketing, and security)
- where lawful to do so, third parties who will use *your personal information* for their own purposes and/or in partnership with the *Library* (such as partners, advertisers, and social networking sites where the Library maintains an official presence). Please note that these third parties may have their own policies that govern their websites and how they collect and use *personal information*
- government authorities, law enforcement and regulatory authorities where required or permitted by law, and for tax or other lawful purposes
- external parties in response to legal process, and when required to comply with laws, to respond to an emergency, or to enforce *our* agreements, policies, rules and terms, or to protect the rights, property or safety of *our* staff, agents, customers and other users of *our Services*
- parties to whom you authorise *us* to release *your personal information*
- other entities (including actual or prospective buyers of one of *our Services*) in the event that *we* are involved in a reorganization, divestment, or sale of any of *our* organisation and/or assets

Your Rights

You are entitled to:

- request copies of, and/or access to *your personal information*. Please note that *you* can view *your* online profile relating to *our Services* via the [My Account](#) Service, and *you* can access details of items that *you* have requested for use in *our* Reading Rooms by logging on as a Reader and using the [My Requests](#) facility.
- request that *your personal information* be corrected where inaccurate or incomplete
- request that *your personal data* be deleted (or that *we* stop using *your personal data*) where it is no longer necessary
- request that *we* stop sending *you* direct marketing communications

In some cases, these rights are subject to certain conditions and limitations. If *you* would like more details about these rights, or to exercise any of *your* rights, please contact *our* Data Protection Officer at:

Corporate Information Management Unit
The British Library
96 Euston Road
London
NW1 2DB

Email: dp@bl.uk

Any request received will be processed within one calendar month of the *Library* accepting your request.

To help *us* identify the *personal information* *you* are referring to, please include any details that will enable *us* to locate the relevant *personal information*.

In order to be sure that *your personal information* is not disclosed to an imposter, *we* may require *you* to provide *us* with proof of identity before any action is taken or *personal information* is disclosed.

If *you* are still unhappy with *our* response to such a request *you* may complain to the Information Commissioner's Office (ICO). Details on how to do so can be found on the ICO's website at <https://ico.org.uk/>.