

VALGA MUSEUM DATA PROTECTION TERMS

Approved by Directive No. 1-3/2 of 8 October 2026

1. General provisions

Valga Museum (hereinafter 'the Museum') processes personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council, the General Data Protection Regulation (GDPR), the Personal Data Protection Act and other applicable legislation.

This Data Protection Policy explains the purposes for which and the manner in which Valga Museum processes personal data, and the rights of data subjects. It is intended primarily for visitors to the Museum's website, people who contact the Museum, participants in events and other individuals whose data the Museum processes in carrying out its duties.

Within the Museum, the processing of personal data is additionally governed by Valga Museum's internal data protection procedures.

2. Data controller

The controller of personal data is Valga Museum.

Address: 8 Vabaduse Street, Valga, 68204 Valga County, Estonia

Email: info@valgamuuseum.ee

Website: www.valgamuuseum.ee

Valga Museum has not appointed a separate data protection officer. Enquiries concerning data protection may be addressed to the Museum using the contact details above.

3. What personal data the Museum processes

The types of personal data processed depend on how and for what purpose an individual interacts with the Museum. The Museum may process, among other things, the following data:

- name and contact details, such as an email address and telephone number;
- the contents of enquiries, questions, applications or other correspondence sent to the Museum;
- data relating to a contract or other collaborative relationship;
- data relating to registration for events and other activities;
- photographs and video recordings in which an individual may appear during Museum activities or public events;
- other personal data necessary for the performance of the Museum's duties, where processing arises from legislation or a specific relationship.

The Museum does not separately collect personal data about website visitors merely because they use the website. The website does not currently use Google Analytics or any other analytics or tracking services.

4. Purposes and legal bases for processing personal data

The Museum processes personal data primarily for the following purposes:

- to respond to questions, enquiries and applications sent to the Museum;
- to perform public tasks assigned to the Museum by law;
- to comply with statutory obligations;
- to enter into and perform contracts and organise cooperation;

- to organise Museum events, educational programmes and other activities;
- to document the Museum's activities and events and present them to the public;
- to manage the Museum's collections, documentation and other museum work;
- to establish, exercise or defend legal claims.

The legal basis for processing depends on the particular activity. It may include the performance of a task assigned to the Museum by law (Article 6(1)(e) of the GDPR), compliance with a legal obligation (point (c)), performance of a contract or steps taken prior to entering into a contract (point (b)), the individual's consent (point (a)), or another basis provided for by law.

5. Enquiries and correspondence sent to the Museum

When an individual sends the Museum an email, letter, request for information, request for clarification or other enquiry, the Museum processes the personal data contained in it in order to handle and respond to the enquiry and, where necessary, take further action.

Data relating to an enquiry may be shared with Museum employees or other competent individuals and authorities to the extent necessary to resolve the matter or as required by law.

Correspondence and documents are retained in accordance with legislation, the Museum's records schedule, its records management procedures and the retention requirements applicable to archives and documents.

6. Photography and video recording

Photographs and video recordings may be made at Museum exhibitions, events, educational programmes and other activities open to the public.

The purpose of recording is to document the Museum's activities, report on events, promote museum activities and cultural heritage, and inform the public. Recordings may be published on the Museum's website, social media channels, in printed publications, at exhibitions and through other Museum information channels.

Anyone attending a public event should be aware that they may appear in photographs or video recordings. Where additional notification or consent is necessary or appropriate for a particular event, the relevant information will be provided before recording takes place.

If an individual believes that the use of a photograph or video recording featuring them infringes their rights, they may contact the Museum. The Museum will assess such a request in light of the circumstances of the particular case, taking account of the purpose and legal basis of processing and the rights and freedoms of others.

7. The Museum's website and cookies

The Museum's website does not currently use Google Analytics or any other analytics or tracking services. The Museum does not use marketing or tracking cookies on its website.

Technical administration and development of the website are carried out by the Museum's website administrator, Greaton. Technical log and security data may be generated during the operation of the website and processed to ensure its functionality, security, maintenance and development in accordance with applicable requirements.

The Museum does not operate an online shop on its website, and no goods are sold or online payments made through the website. The Museum does not currently use Maksekeskus services either.

The Museum does not currently send newsletters through its website.

8. Disclosure of personal data and processors

The Museum does not sell or disclose personal data to third parties for marketing purposes.

Personal data may be disclosed to national or local government authorities, service providers, contractual partners or other parties where there is a legal basis for doing so and disclosure is necessary for the performance of the Museum's duties or obligations.

Where the Museum uses data processors, it ensures, as far as possible, that their activities comply with personal data protection requirements and that data are processed only for the agreed purposes and within the agreed scope.

9. Transfers of personal data outside the European Union

The Museum does not intend to transfer personal data outside the European Union or the European Economic Area. Should such a transfer take place in the future, an appropriate legal basis and safeguards as required by the GDPR will be ensured, and data subjects will be informed in accordance with legislation.

10. Retention of personal data

Personal data are retained only for as long as necessary to fulfil the purpose of processing or to comply with a statutory retention obligation.

Museum documents, data relating to museum collections and other data of significance to cultural heritage may be retained for extended periods or permanently where this follows from the Museum's duties, the archival value of documents or legislation.

Where legislation does not prescribe a specific retention period for a category of data, the period is determined according to the purpose of processing and the Museum's records management and document retention requirements.

11. Rights of data subjects

Subject to the conditions laid down by law, individuals have the right to:

- receive information about the processing of their personal data;
- obtain access to personal data concerning them;
- request the rectification of inaccurate personal data;
- request the erasure of personal data where there is a legal basis for doing so;
- request restriction of the processing of personal data where there is a legal basis for doing so;
- object to the processing of personal data where permitted by law;
- withdraw consent where processing is based on consent;
- request data portability where the conditions for portability laid down in the GDPR are met;
- lodge a complaint with the Estonian Data Protection Inspectorate.

Data subjects' rights are not always unrestricted. For example, it may not be possible to erase data or restrict processing where the Museum is legally obliged to retain or process the data.

12. Submitting and handling requests

Requests concerning personal data may be submitted to Valga Museum in writing by email or post.

The Museum may ask the applicant for additional information to verify their identity where this is necessary to protect personal data.

The Museum responds to data subject requests without undue delay and generally within one month of receipt. Where necessary, this period may be extended under the conditions laid down in the GDPR, and the applicant will be informed accordingly.

13. Lodging a complaint with the Data Protection Inspectorate

If an individual believes that their personal data have been processed unlawfully or that their data protection rights have been infringed, they may first contact Valga Museum and may also lodge a complaint with the Estonian Data Protection Inspectorate.

Estonian Data Protection Inspectorate (Andmekaitse Inspektsioon)

Tatari 39, 10134 Tallinn, Estonia

Email: info@aki.ee

Website: www.aki.ee

14. Amendments to the Data Protection Policy

The Museum reviews and updates this Data Protection Policy as necessary, for example following changes to legislation, Museum activities, the website or the processing of personal data.

Data subjects will be informed of significant changes in a manner that enables them to review those changes. The current version will be published on the Museum's website.

15. Final provisions

This Data Protection Policy constitutes Valga Museum's public information on the processing of personal data. It applies alongside Valga Museum's internal data protection procedures, records management and document retention requirements, and other relevant internal rules.

This document was last updated on 8 October 2026.