

Personal Data Protection

Bratislava City Museum respects your privacy and is committed to protecting personal data.

This document explains how personal data is processed, particularly in connection with the use of the museum's website and related services, such as programme bookings, research services, online ticket sales, newsletters, competitions and visitor surveys.

We process personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council, the General Data Protection Regulation ("GDPR"), Act No. 18/2018 Coll. on Personal Data Protection, and other applicable legislation.

We process personal data only to the extent necessary for a specific purpose. We do not use personal data for purposes other than those for which it was originally collected unless we have an appropriate legal basis for further processing.

This information primarily applies to the museum's website and related digital services. Separate information on personal data processing may apply to certain other activities of the museum.

1. Data Controller

The controller of personal data is:

Bratislava City Museum
Radničná 1
815 18 Bratislava
Slovak Republic
Company ID No.: 00 179 744
Email: info@mmb.sk

Bratislava City Museum is a contributory organisation of the City of Bratislava, the capital of the Slovak Republic.

For matters relating to personal data protection, you may contact the museum's Data Protection Officer:

zodpovednaosobammb@bratislava.sk

2. Use and Technical Operation of the Website

When you use the website, technical data necessary for its proper functioning, stability and security may be processed. This processing also enables us to diagnose technical issues and protect our information systems against misuse.

Technical and application logs are generated as part of the operation of the website. Their exact content depends on the specific technical event and the way in which the website is used. Logs are retained for 30 days.

The legal basis for this processing is primarily Article 6(1)(e) GDPR, i.e. processing necessary for the performance of tasks carried out by the museum in the public interest and for the provision of digital services through which the museum informs the public and makes its services accessible.

We use Railway for website hosting and technical infrastructure.

3. Website Analytics and Improvement

We use analytics tools to better understand how the website is used and to improve it.

Plausible Analytics

We use Plausible Analytics to obtain basic aggregated statistics about website traffic, such as the number of visits, pages viewed, traffic sources and types of devices used.

We use Plausible in its standard configuration without cookies or persistent visitor identifiers.

Microsoft Clarity

We use Microsoft Clarity to better understand how visitors use the website and to identify areas where the user experience can be improved.

The tool may provide information about interactions with individual parts of the website, heatmaps or session recordings. Form content and data entered into forms are masked in our configuration.

Microsoft Clarity is connected to our consent management system and analytics cookies are used only after the relevant consent has been given.

Where consent is required, the legal basis for processing is Article 6(1)(a) GDPR.

4. Measurement of Marketing Communications

We use Metá Pixel, provided by Meta Platforms, to measure the effectiveness of our communications and campaigns.

Meta Pixel may process information about visits to our website and interactions with its content. This helps us evaluate the performance of the museum's communications and campaigns on Meta platforms.

Meta Pixel is activated only after you have given consent to marketing cookies and similar technologies.

The legal basis for this processing is consent under Article 6(1)(a) GDPR. You may change or withdraw your consent at any time through Cookie Settings.

Meta may subsequently process information obtained through its tools in accordance with its own privacy policies and terms.

5. Newsletter

If you would like to receive information about exhibitions, programmes, events and other news from the museum, you may subscribe to our newsletter.

For this purpose, we primarily process your email address and information necessary to record and demonstrate that consent has been given.

The legal basis for this processing is your consent under Article 6(1)(a) GDPR. The sending of electronic direct marketing communications is also governed by Act No. 452/2021 Coll. on Electronic Communications.

Giving consent is voluntary. Refusing to give consent does not affect your ability to use the website, visit the museum, book a programme or purchase a ticket.

You may withdraw your consent at any time by using the unsubscribe link included in every newsletter.

We use Mailchimp to manage our subscriber database and distribute newsletters.

The service provider may process data outside the European Economic Area in connection with the provision of its services. Its data processing terms include mechanisms for international data transfers in accordance with the GDPR.

We process personal data for newsletter distribution until consent is withdrawn.

Information required to demonstrate that consent was given or withdrawn may be retained after the subscription has ended for the period required by applicable legislation.

The option to subscribe to the newsletter may also be available when purchasing tickets online. Consent to receive the newsletter is voluntary and separate from the ticket purchase itself.

6. Bookings for School and Educational Programmes

You can book selected school and educational programmes through the museum's website.

When making a booking, we process the information necessary to handle the booking and communicate with the person making it. This may include, in particular, the name and surname of the contact person, email address, telephone number, name of the school or organisation, selected programme and date, number of participants, and any additional information you provide in connection with the booking.

We use this information to process the booking, organise the programme, communicate practical arrangements and maintain the necessary records.

Depending on the specific circumstances, the legal basis for processing is primarily Article 6(1)(e) GDPR in connection with the museum's educational and public-interest tasks, or Article 6(1)(b) GDPR where processing is necessary to take steps prior to entering into a contract or to perform a contract.

Providing the information required for a booking is necessary for us to process it. Without this information, we may not be able to complete the booking.

7. Research Services

You may request access to the museum's research services through the website.

We process information necessary to handle your request, communicate with you, prepare your research visit, make the requested materials available and maintain the relevant records.

This may include, in particular, identification and contact details, information about your institution or workplace if provided, the subject of your research, requested collection items or documents, and other information necessary to process your request.

The legal basis for processing is primarily Article 6(1)(e) GDPR in connection with the museum's professional, research and public-interest activities and the provision of access to its collections.

Without the information necessary to process your request, we may not be able to provide the requested research service.

8. Online Ticket Sales

From the museum's website, you may be redirected to a separate online ticketing environment.

When booking or purchasing tickets, personal data necessary to process the booking or order, issue the ticket, process payment and provide related communication is processed.

For the technical operation of online ticket sales, we use the Colosseum information system operated by:

Perfect System, s.r.o.
Radlická 3301/68
Smíchov, 150 00 Prague 5
Czech Republic

Perfect System acts as a processor on behalf of Bratislava City Museum and processes personal data on our behalf and in accordance with our instructions.

The purpose of the processing includes, in particular, operating the ticket sales and reservation system, enabling ticket purchases and providing supporting event-management functions.

Depending on the service used, the data processed may include identification and contact details and information necessary for a reservation, order or payment. The system may also process information required to apply certain types of discounted admission.

The legal basis for processing data required for a booking or purchase is primarily Article 6(1)(b) GDPR. Data that we are required to retain under accounting, tax or other applicable legislation is processed under Article 6(1)(c) GDPR.

Without the information necessary to process an order, an online booking or purchase cannot be completed.

9. Communication with You

If you contact us by email, telephone or through a form, we process the information you provide to the extent necessary to deal with your question, request, enquiry or other communication and to respond to you.

The legal basis depends on the nature of the communication. It may include, in particular, the performance of a task carried out in the public interest under Article 6(1)(e) GDPR, steps prior to entering into a contract or performance of a contract under Article 6(1)(b) GDPR, or compliance with a legal obligation under Article 6(1)(c) GDPR.

We retain the data for the period necessary to deal with the communication and subsequently in accordance with applicable legal, records-management or archiving requirements.

10. Competitions

The museum may organise competitions through its website, social media or other communication channels.

If you participate in a competition, we process the personal data necessary to organise and evaluate the competition and contact the winners. Depending on the type of competition, this may include your name and surname, username or social media profile, email address and, in the case of winners, contact details required to deliver the prize.

Depending on the specific competition, the legal basis is primarily Article 6(1)(b) GDPR where processing is necessary for participation under the competition rules, or Article 6(1)(c) GDPR where processing is necessary to comply with related legal obligations.

Participation in a competition does not automatically mean that you are subscribed to our newsletter. If we wish to use your contact details to send you news, we will obtain separate consent for that purpose, unless another legal basis is provided by law.

We retain the data for the period necessary to organise and evaluate the competition and subsequently for the period required to comply with legal obligations or to establish, exercise or defend legal claims.

More specific information on personal data processing may be provided in the rules of an individual competition.

11. Questionnaires and Surveys

The museum may occasionally conduct questionnaires and surveys concerning, for example, visitor experience, evaluation of our services, exhibitions and programmes, audience research or projects under development.

We use Google Forms for some surveys.

For questionnaires intended to collect anonymous feedback, we do not require respondents to sign in to a Google account, we do not collect email addresses or other data intended to identify respondents, and we do not attempt to link responses to specific individuals.

If a questionnaire contains open-ended questions, we recommend that you do not include personal data that is not necessary for the purpose of the survey.

We use the results primarily for audience research, evaluation of visitor experience and improvement of the museum's services, programmes and communications.

When Google Forms is used, Google may process technical information relating to the use of its service in accordance with its own privacy policies.

If we conduct a survey in which we intentionally collect personal data, for example contact details for a follow-up interview, we will provide information about the specific purpose, legal basis and conditions of processing directly in connection with that survey.

12. Photographs and Audiovisual Recordings

Photographs and audiovisual recordings may be made at museum events and on museum premises to document events, museum activities and visitors.

We use such recordings primarily to document the activities of the museum, inform the public and present our exhibitions, programmes and other activities. They may be published on the museum's website, on its social media profiles, in press releases, publications, information and promotional materials, or shared to an appropriate extent with co-organisers and partners involved in a particular activity.

Recordings may also be used to document that an event has taken place or that the conditions of a project, partnership, funding arrangement or other obligation connected with the museum's activities have been fulfilled.

The applicable legal basis depends on the purpose and nature of the specific recording. For documentary and presentation photographs or recordings connected with the museum's statutory and public-interest tasks, the legal basis may in particular be Article 6(1)(e) GDPR.

For targeted portrait, advertising or similar photography where a particular individual is the primary subject of the image, we obtain separate consent or permission where required by the circumstances.

When photographs and recordings are made and used, we also respect the right to protection of personality under the applicable provisions of the Slovak Civil Code.

We aim to inform visitors appropriately when photography or filming takes place at an event. If you do not wish to be photographed or filmed, you may inform the photographer, camera operator or a member of the museum team.

If you have a question regarding a published photograph or recording in which you appear, you may contact the museum or our Data Protection Officer.

13. Cookies and Similar Technologies

We use cookies and similar technologies on our website.

We distinguish in particular between:

- strictly necessary cookies and technologies, which are required for the proper and secure operation of the website or to store your privacy preferences,
- analytics cookies and technologies, which help us understand how the website is used and improve it,
- marketing cookies and technologies, which are used to measure the effectiveness of our communications and campaigns.

Technologies that are not strictly necessary and require consent are activated only in accordance with your choices.

We use Cookiebot by Usercentrics to manage consent. We use Google Tag Manager to manage and deploy analytics and marketing tags. Analytics and marketing tags are configured to respect the choices you make through Cookiebot.

You can change your preferences at any time through the Cookie Settings link in the website footer.

An up-to-date list of cookies and similar technologies used on the website, including their purpose, provider and duration, is available directly in Cookie Settings.

Refusing analytics or marketing technologies does not affect the basic functionality of the website.

14. Service Providers and Recipients of Personal Data

We use external service providers in connection with the operation of the website and related services.

Depending on the service, these include in particular providers in the following areas:

- hosting and cloud infrastructure: Railway,
- website analytics: Plausible Analytics and Microsoft Clarity,
- marketing analytics: Meta Platforms,
- newsletter management and distribution: Mailchimp,
- cookie and consent management: Cookiebot by Usercentrics,
- website tag management: Google Tag Manager,
- questionnaires and online forms: Google Forms,
- online ticket sales: Perfect System, s.r.o., through the Colosseum system,
- website development, maintenance, support and security: our contracted technical service providers.

Personal data may also be disclosed, where necessary, to public authorities and other authorised entities where we are required to do so by law.

Photographs and audiovisual recordings may also be shared to an appropriate extent with co-organisers, project partners, funding bodies or the media where this is necessary for the purpose for which the recording was made.

15. Transfers of Personal Data Outside the European Economic Area

Some providers of the digital services we use have their registered offices or technical infrastructure outside the European Economic Area.

The use of these services may therefore involve the transfer or further processing of personal data in third countries, particularly the United States.

Where such transfers take place, they must be carried out in accordance with Chapter V GDPR, in particular on the basis of an adequacy decision adopted by the European Commission or through appropriate safeguards such as Standard Contractual Clauses.

Some providers may also rely on the EU–US Data Privacy Framework where the relevant conditions are met.

Plausible states that visitor data processed through its standard analytics service is processed within the European Union.

16. How Long We Retain Personal Data

We retain personal data only for as long as necessary for the purpose for which it was collected, or for the period required by applicable legislation, the museum's records management plan or another binding record-keeping or archiving obligation.

The specific retention period depends on the purpose of the processing.

Technical and application logs relating to the website are retained for 30 days.

Data used to send newsletters is processed until consent is withdrawn. Information necessary to demonstrate consent to electronic direct marketing may be retained after withdrawal for the period required by applicable legislation.

Data relating to bookings, research services and communications is retained for the period necessary to provide the relevant service and subsequently in accordance with applicable legal, records-management or archiving requirements.

Data relating to orders, tickets, payments and accounting documents is retained for the periods required under applicable legislation.

Data relating to competitions is retained for the period necessary to organise and evaluate the competition and subsequently for the period required to comply with legal obligations or to establish, exercise or defend legal claims.

The duration of individual cookies is stated in Cookie Settings.

17. Is Providing Personal Data Mandatory?

Where we require personal data to process a booking, purchase a ticket, provide a research service, enable participation in a competition or provide another service, we may not be able to fulfil your request if you do not provide the information necessary for that purpose.

By contrast, consent to receive our newsletter and consent to analytics or marketing technologies are voluntary. Refusing such consent does not affect your ability to visit the museum, use the basic functions of the website or use services that do not depend on that consent.

18. Automated Decision-Making and Profiling

The museum does not use personal data for automated individual decision-making within the meaning of Article 22 GDPR that produces legal effects concerning you or similarly significantly affects you.

External analytics and marketing platforms may process data in accordance with their own policies and technical processes. However, the museum does not use its website to carry out automated individual decision-making about visitors.

19. Your Rights

Subject to the conditions set out in the GDPR, you have in particular:

- the right to information about the processing of your personal data and the right of access to that data,
- the right to rectification of inaccurate personal data and completion of incomplete data,
- the right to erasure where the conditions laid down by law are met,
- the right to restriction of processing,
- the right to data portability where the conditions under the GDPR are met,
- the right to object to processing in the cases provided for by the GDPR,
- the right to withdraw your consent at any time where processing is based on consent.

Where we process personal data on the basis of Article 6(1)(e) GDPR, you have the right to object to the processing on grounds relating to your particular situation.

Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

You may exercise your rights using the museum's contact details or by contacting our Data Protection Officer:

zodpovednaosobammb@bratislava.sk

20. Right to Lodge a Complaint with the Supervisory Authority

If you believe that the processing of your personal data does not comply with applicable data protection legislation, you have the right to lodge a complaint with the competent supervisory authority:

Office for Personal Data Protection of the Slovak Republic
Galvaniho Business Centrum II
Galvaniho 7/B
821 04 Bratislava
Slovak Republic

21. Updates to this Information

We may update this information from time to time, particularly where our services, technologies, service providers, purposes of processing or applicable legal requirements change.

Last updated: September 2026