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LIS 258
Museum Partner Observation Three

While The Morgan Library & Museum does not have any digital/technological amenities on their campus, there are policies put in place- regarding their website- for both the patron and the organization. As part of their Privacy Policy, it does include that patrons information may be shared with nonprofit organizations on occasion. However, the patron is given the option to ‘opt out’ of this option by emailing membership@themorgan.org. In addition, within The Morgan’s Terms and Conditions, there is the copyright notice, information regarding image use and disclaimer and limitation of liability. This not only providing protection for the patron but protection for the organization's information as well.

Terms and Conditions

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Privacy Policy

The Morgan Library & Museum generally does not sell, share, or trade information given by visitors to its Web site. On occasion, the Morgan does share names and addresses with selected nonprofit organizations whose information might be of interest to Morgan members or patrons. Should you not wish to have your information shared, please e-mail membership@themorgan.org.

All personal information submitted through on-line forms regarding shop orders and membership applications is handled through a secure server using SSL (Secure Socket Layer) technology. This information, including your credit card number, is encrypted while it is transmitted over the Internet.

By submitting any on-line forms on this website, you accept the [Mollom privacy policy](#).

Disclaimer and Limitation of Liability

The Morgan Library & Museum ("the Morgan") makes no representations or warranties regarding the web site, its content or any services made available or accessed through the site, or that the servers that make them available are free of viruses or other harmful components.

Under no circumstances shall the Morgan, its trustees, officers, employees, or agents be liable for any direct, indirect, incidental, compensatory, punitive, special, or consequential damages arising from or related to the use of, or the inability to use, the site, its content, or services made available or accessed through the site, even if the Morgan or an authorized representative thereof has been advised of the possibility of such damages.

Screenshot of The Morgan’s [Terms and Conditions](#).

The NMC Horizon Report: 2015 Edition states, “museums and cultural organizations often work with third-party companies and vendors to provide necessary services, giving them control of data security” (p.33). This is true concerning patrons who submit online forms via their website. By submitting a form for the Reading Room, subscribing to their E-Newsletter or any other form on their website, the patron is automatically agreeing to the [Mollom Privacy Policy](#). Although this third party processes the patron's information, they also protect it and from being used unlawfully.

Web service privacy policy

This privacy policy explains how MolloM BVBA ("we") processes your personal data. Please read it carefully, as it specifies which rights you have and how you can exercise your rights.

Our web service – We operate a web service that tries to determine the quality of messages posted to a website, and particularly tries to determine whether these messages are to be considered as unsolicited messages (also called "spam"). Nowadays, websites that allow visitors to contribute or post comments (such as blogs, discussion forums, wikis, etc.) are flooded with inappropriate commercial messages that are distracting for all visitors, and are sometimes even highly illegal. These commercial messages are often uploaded in an automatic way. Our service screens messages before they are posted to the website.

How it works – When you post a message on a website that uses our service (called "the website" in the remainder of this text), the website's server will first send your message – as well as some information about your identity (such as your IP address, name or nickname, e-mail address and OpenID) – to our server. Our server will then compare your message and your identity details with all elements in our database, and perform several complex statistical computations in order to assess the quality of your message (e.g., spam, abuse, etc.).

If our server then determines that the content of your message is of insufficient quality or constitutes spam or abuse, it will inform the website thereof. The website server may then decide to reject your message, or to provide you with an additional question to find out whether you are in fact a human being, and not a machine trying to send out as much commercial communications as possible. Also, in case the server is uncertain about the quality of the message, it may forward your message to a human moderator who will assess the quality of your message and act accordingly. Please note that it is sometimes possible that our server or moderators wrongfully determine the actual quality of the content of your message, or wrongfully consider your message as spam or abuse.

More information

- [How MolloM works](#)
- [What users say about MolloM](#)
- [Frequently asked questions](#)
- [Facts and statistics](#)
- [Contact Sales](#)
- [Contact Support](#)

Related topics

- [Service agreement for free subscriptions](#)
- [Service agreement for paid subscriptions](#)
- [Standard Service Level Agreement](#)
- [Web service privacy policy](#)
- [Website privacy policy](#)
- [Usage guidelines](#)

Screenshot of MolloM's Privacy Policy.

Being that The Morgan offers access to [The Morgan Shop](#) online, this presents a crucial situation where data security is required. Within the privacy policy, it is noted that all shop orders and membership applications are handled through a secure server using SSL (Secure Socket Layer) technology. This ensuring the patron that all information including credit card numbers are encrypted when transmitted over the internet. While the patron is shopping through the different categories of the online shop, their URL is not protected. However, when the patron is checking out and entering their card information and address, the URL address appears with a lock and says 'Secure'. I think this is very appropriate on The Morgan's end, as this is private information and if it falls into the wrong hands or if the module is penetrable, that can be extremely harmful for the patron. The NMC Horizon Report: 2015 Edition states, "federal policy regarding privacy is continuously evolving and is often needed to respond to new types of threats and attacks" (p.32). This is evident with the URL address change and the use of SSL technology, protecting the patron's information.

A screenshot of a browser's address bar showing a secure connection. On the left, there is a green padlock icon followed by the word "Secure" in green. To the right of "Secure", the URL "https://www.themorgan.org/checkout/23841" is displayed in a dark green color. The entire address bar is set against a light brown background.

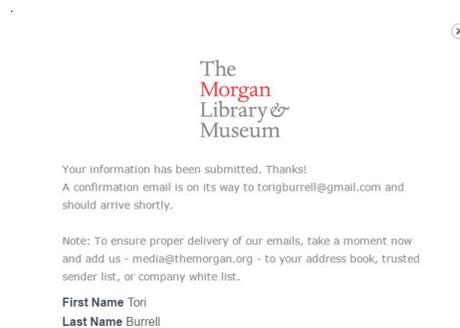
Secure <https://www.themorgan.org/checkout/23841>

Screenshot of the URL address of the checkout page for The Morgan Shop.

What I thought was interesting was that although it specifies in the Terms and Conditions that the patron's information in membership and shop order forms would be protected by SSL technology, that

protection does not extend to online forms. Although patrons agree to Mollom's privacy policy and it mentions that they keep your information safe, they do not specify how. The Mollom Privacy Policy (n.d.) also states, "please note that the website's operator may be bound by other rules, depending on his jurisdiction". This providing a shakeable security for the patron and their information. While the forms filled out online are not using credit card information, addresses and emails are being entered and they should be secured and kept private as well.

As a test, I entered my information to subscribe to E-Newsletters from The Morgan. There was no SSL technology used, nor was I assured that my information would be private although I entered my personal email and name. In my opinion, reassuring the patron of their privacy is something that all information organizations should stress in this day and age. I think this is an area that The Morgan Library & Museum should improve upon in the near future.



Screenshot after I subscribed to The Morgan's E Newsletters.

References

Johnson, L., Adams Becker, S., Estrada, V., & Freeman, A. (2015). NMC Horizon Report: 2015 Museum Edition. Retrieved March 21, 2017, from <http://files.eric.ed.gov/fulltext/ED559371>.

Mollom. (n.d.). Web service privacy policy. Retrieved April 26, 2017, from <https://www.mollom.com/web-service-privacy-policy>.

