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Museum Observation 3

April 23, 2018

<div align="center">Museum Observation #3</div>

The Brooklyn Museum has a extensive Privacy Policy and Terms of Use located on their website in order to clearly state how and why they collect patron data through the use of "services", or the distribution of other personal information from the visitor. Museum professionals at this institution provide services that "support its mission to act as a bridge the rich artistic heritage of world cultures, as embodied in its collection, and the unique experience of each visitor."[1] These services, described in the Privacy policy shed light on the reasons why museum professionals have developed activities and approaches to gallery interpretations that meet the demands of both to expand the diversity and size of audiences, as well as to respond to the pressures to increase revenue.

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[1] "Brooklyn Museum Terms of Use Agreement." Brooklyn Museum: Brooklyn Museum

Brooklyn Museum Privacy Policy

Last Updated: November 18, 2015

The Brooklyn Museum (the "Museum") is committed to protecting the privacy of our visitors. This Privacy Policy governs the way we collect and use information both online and offline, including through the Services (as defined below). Your use of the Services or provision of personal information to the Museum as described below constitutes your agreement to the terms of this Privacy Policy.

This Privacy Policy covers: (a) www.BrooklynMuseum.org and all corresponding subdomains, web pages and associated websites (the "Site"), (b) any mobile, web, console, desktop and other applications provided by or on behalf of the Museum, which may be made available on the iOS, Android and/or other operating systems and platforms (collectively, "Apps") and (c) any other content, applications, systems, features, functionality, software, information, products and services offered by us, including, without limitation, application/device-based features and related technology (collectively, the "Services"). Please review our Terms of Use Agreement, which governs your use of the Services. Any capitalized terms that are not defined in this Privacy Policy have the meaning ascribed in the Terms of Use Agreement.

1. INTRODUCTION; GENERAL TERMS

1.1 We collect and use the information you provide to personalize the Services so that we can meet your needs, fulfill your online order, facilitate customer service, and inform you of the Museum's programs and activities. This Privacy Policy explains what information we collect and use in connection with your use of the Services and how and when we disclose such information. Please take a few minutes to read this Privacy Policy so that you understand how we treat your information. If you do not agree with this Privacy Policy, please do not use any of the Services.

*Screenshot of the Privacy Policy introduction[2] (last updated 11/18/15)

My introduction to the Brooklyn Museum Privacy Policy came across as a forewarning to all the information the museum would be collecting, both on line and off line, as soon as the visitor expresses consent to use their services. The Brooklyn Museum provides many technological services that aim to expand the visitor experience and connect visitors to museum content. Their Privacy Policy is directed at the type of information those services are tapping into. Those services may exist an app on your

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[2] "Brooklyn Museum Privacy Policy." Brooklyn Museum: Brooklyn Museum Privacy Policy. Accessed April 23, 2018. https://www.brooklynmuseum.org/privacy.

mobile device, or information the visitor is providing online that enables museum

correspondence that requires email for up to date newsletters, authentication, or services

requiring other personal descriptions. The screenshot below refers to section 2.1 of the

policy that further describes those features.

2. INFORMATION WE COLLECT ABOUT YOU

2.1 **Registration, Features, Functionality and Communications.** In order to use the Services and any content, features and functionality thereof (e.g., communication/networking features, account registration, donation features, promotions, purchases, etc.), we may require that you provide and/or otherwise make available to us certain Information, which may include your legal name, email address, physical address, location, telephone number and other descriptive information, and, in order to conduct fee-based transactions and other activities, your payment data (e.g., payment card data, billing address, PayPal account details, etc.), demographic information, authentication data and other information. In addition, you may be presented with the opportunity to sign up to receive additional newsletters, email communications, other communications and promotions from us in order for us to provide up-to-date information and other news about the Services, and to publicize and promote certain events, content, initiatives, programs, products and services offered by us, which may require that you provide certain Information.

2.2 **Automatic Information Collection; Tracking Technologies.** When you use the Services, we automatically collect certain Information, such as a unique device identifier assigned to your Device ("UDID"), anonymous identifiers, your Internet protocol (IP) address, location data (e.g., zip code, GPS-based location information, longitude/latitude, etc.) and other Information regarding your use of the Services, which may assist us in authenticating your usage and/or device, keeping track of your preferences, creating a more tailored user experience, better serving your particular interests and needs, etc. In addition, the Services and/or third parties may use "cookies" (which are small electronic files containing information about you and your activities that are stored on your Device (e.g., html files, Flash files, etc.), "embedded scripts", web beacons and other similar tracking technologies (collectively, "Tracking Technologies") to collect Information automatically as you use the Services.

As stated in the 2016 NMC Horizon report, "museums are already using location data and beacons to enhance visitors museum experiences."[3] After reading my museum partners Privacy Policy I became weary of the amount of information the museum is collection from my mobile device while my GPS is turned on. Although their policy does a good job of explaining the type of information they have access to from your mobile device, and the motives for doing so, I'm now weary of using their AskBrooklyn app.

With institutions the size of the Brooklyn Museum, museum apps are a good reminder to visitors that there are people and teams behind the walls of the museum that are capable of creating intimate, educational moments. AskBrooklyn is a simple, friendly app, that "fosters dialogue and sparks conversation between staff and all Museum visitors." [4] However, my experience with app went against what the NMC Horizon app described as "compliant", and didn't provide an "explicit option to delete any or all records at any time from the app."[5]

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[3] "Privacy Concerns." 2016. *NMC Horizon Report: 2016 Museum Edition*: 32.

[4] "ASKing about Art at the Brooklyn Museum: Interview with Shelley Bernstein and Sara Devine." Museum 2.0. Accessed April 23, 2018. http://museumtwo.blogspot.de/2015/06/asking-about-art-at-brooklyn-museum.html.

[5] "Privacy Concerns." 2016. *NMC Horizon Report: 2016 Museum Edition*: 32.

Use our award-winning app to get the most out of your next visit to the Brooklyn Museum.

Ask questions, get info, and share insights—via live, one-on-one texting—with one of our knowledgeable and friendly experts. Our team currently includes an archaeologist and anthropologist as well as art historians and educators.

It's easy and fun, and you're in control the whole time—use it a little, or a lot. All questions welcome!

Curious about how we developed ASK Brooklyn Museum? The project team is blogging regularly on BKM Tech, and we've open sourced our code on Github.

ask
Brooklyn Museum

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Current strategies in museum programming, community outreach, and audience engagement has been an area of museum study that consistently excites me. My understanding of the Brooklyn Museum Privacy Policy was informative, and accurately described the varying levels online information exchange, and clear procedures for limiting access to ones private information. Overall, it was primarily beneficial to learn how this information will allow museum professions to have more informed conversations with their audience.

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[6] Brooklyn Museum: ASK. Accessed April 24, 2018. https://www.brooklynmuseum.org/ask.