Museum Observation # 3

The Lightner Museum

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The Lightner Museum is owned and operated by the City of St. Augustine, Florida. It was gifted to the city by Otto C. Lightner in 1948. Since then the museum has been virtually unchanged since that time. Besides the addition of a few computers that are used for cataloging purposes. There are no real cybersecurity threats to the museum at this time, due to the fact that they are not publicly sharing their collection online. The Lightner's website is run by St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau (SAPV&B). The museum's website follows the privacy policy of that of the SAPV&B. However, in the future when the museum does decide to digitize their collection and make it public they may want to consider putting new policies and procedures in place to help protect their digital artifacts and the public. Frank Kenney of the Norman Rockwell states that "digital assets are of increasing importance in the work of a museum. There are high-resolution images or copies of works that must be carefully stored to preserve work in its best condition. He says the digital versions are often irreplaceable, as when the original object is disintegrating or would be damaged by further handling." (Lynch, 2017) That is why it is important for the Lightner to start thinking of ways to protect their future digital collection.

Today, "museums are tasked with keeping pace with changes in legislation affecting data usage." (NMC 2016, Pp. 32) In order to keep up with the times, the Lightner may want to consider hiring an outside professional to help them transition into the digital age. Below is the Home Page of the Lightner Museum's website. Currently, there are no publicly stated restrictions in place other than the Lightner Museum is a trademarked name and that all rights are reserved. It is important to publicly post policies and procedures so that the public knows what they can and can not due. This helps protect the collection and the museum. By not saying anything it gives a false impression that there are no rules.
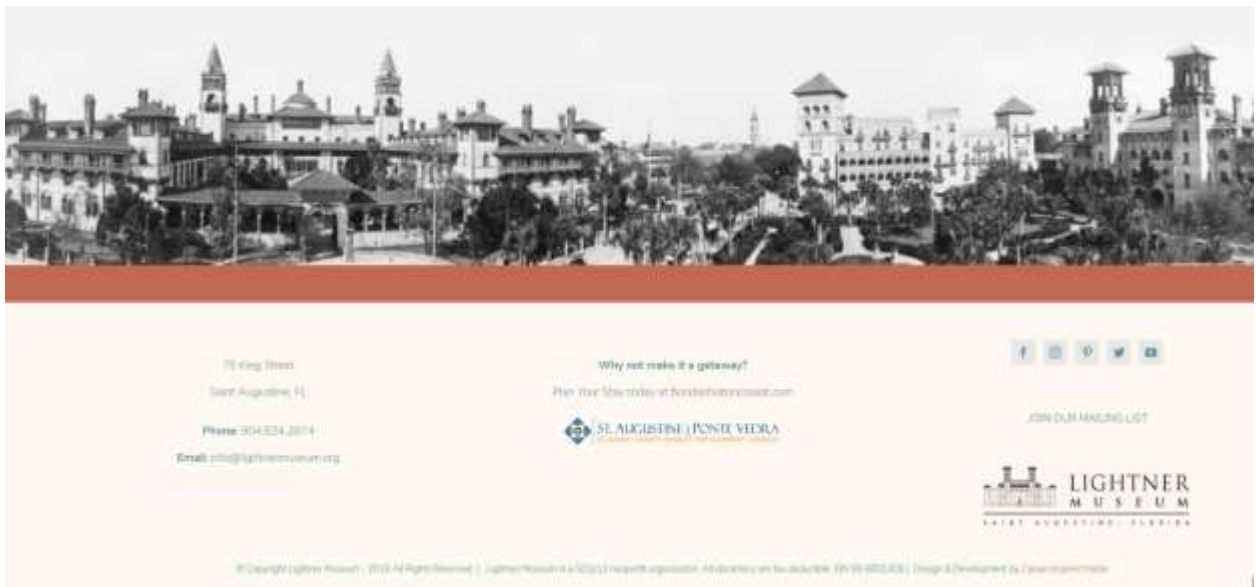
Screenshot home page of Lightner Museum

Momentarily, the Lightner Museum follows the cybersecurity and privacy guidelines of the SAPV&B. This is not public knowledge, nor is it stated anywhere on their website. If an individual was curious about their policies, they would have to do a little digging. Starting with a phone call to the museum, placed on an endless hold only to be told you will need to contact the SAPV&B. On the SAPV&B website after a little navigating you can indeed find the privacy policy. They state that the "SAPV&B recognizes the importance of safeguarding personal information in our possession from theft, inappropriate use, or improper distribution. It should, however, be recognized that no company can perfectly protect personal information." (SAPV&B, 2019) They also warn their users that they use cookies and will occasionally obtain information that way as well. They warn the user that though they may promote a third-party site they are not responsible for their how their information will be used and to proceed with caution. It would be beneficial for the museum to create their own policy and procedures instead of

falling under the blanket of the SAPV&B because they do not properly address the needs of the museum.

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Privacy Policy

To prepare for the future the Lightner could reach out to other museums and research their methods of cybersecurity and sharing policies. For example, the Brooklyn Museum has a very public sharing statement outlined by the Creative Commons License Deed (CC). The copyright statement is located on their main page and is easy to access. When the visitor accesses the copyright statement they are taken to the CC's website. The CC clearly states it's sharing views, letting the public know; "you are free to: Share — copy and redistribute the material in any medium or format. Adapt — remix, transform, and build upon the material for any purpose, even commercially." (Creative Commons, 2019) The only thing they ask is that you properly cite your source or give credit where credit is due. These guidelines are friendly and encouraging for the public to go out create and share, but to also be mindful of the artifact/ artwork's creator. Creating an atmosphere that isn't suppressive to traditional rules of the museum (NO PHOTOS ALLOWED!) give the public the opportunity to interact together with technology and the museum. Thus, creating a new type of visitor experience.

Reference

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Privacy Concerns Wicked Challenge: Those that are complex to even define, much less address.
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