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Museum Observation Three  
LIS 258  
Dr. Angel

### Heckscher Museum of Art

The Heckscher Museum is practicing a good amount of security on their website, and according to the Heckscher Museum of Art website, they provide “full disclosure with regard to information gathering and dissemination practices” (2017). When it comes to providing data security for users, the Heckscher website DOES log IP addresses, it DOES employ encryption to protect users, they do NOT sell or disclose personal information collected on the website (used for communication purposes), and they do NOT collect cookies unless a user logs in. Looking at what the Heckscher collects, protects, and ignores, it’s safe to say that they deploy a generous amount of protection for their users.

#### **Privacy Policy**

The Heckscher Museum of Art respects the privacy of all visitors to our web site. We are committed to ensuring the security of personal data and providing full disclosure with regard to information gathering and dissemination practices related to the Heckscher Museum of Art web site. This Privacy Statement explains how personal information about users of the web site is collected, used, shared and safeguarded.

#### **Information automatically logged**

When you visit the Heckscher Museum of Art website, our server collects your IP address (the Internet address of your computer). Your IP address is not linked to any personal information. Your browser may also automatically supply information about the type of computer and operating system that you are using. This information is used to monitor website usage and performance, diagnose problems with our server, and improve the Heckscher Museum of Art website.

#### **Cookies**

The Heckscher Museum of Art website does not use cookies unless a visitor logs in to access content for which registration or membership is required. A cookie is used to temporarily identify logged-in visitors, but no personal information is stored in the cookie itself.

#### **Use of information**

In certain sections of the website, we may request personal information, such as your name, company, e-mail address, mailing address or telephone number. The Heckscher Museum of Art does not share, sell, trade, lend or otherwise disclose personal information to unaffiliated third parties under any circumstances. The information is used for the sole purpose of communicating with you.

#### **Online Financial Transactions**

All online financial transactions use a secure server, which encrypts all of the customer’s personal information including name, address and credit card number. Encryption ensures that no one can access or use personal information in an unauthorized manner.

#### **Opting out**

If at any time, you decide that you do not wish to receive information from Heckscher Museum of Art, please send us an e-mail to that effect at: [info@heckscher.org](mailto:info@heckscher.org). Please include your name and e-mail address in all correspondence.

#### **External links**

This website contains links to external sites that may be of interest to our members and visitors. The Heckscher Museum of Art is not responsible for the content or privacy practices of these sites.

#### **Questions**

If you have any questions about the Heckscher Museum of Art’s privacy policy or how

According to the Horizon Museum Report, “Museums and cultural organizations often work with third-party companies and vendors to provide necessary services, giving them control of data security” (2016). From what I’ve researched, the Heckscher Museum website does NOT use a third-party company or vendor to provide services for them. As mentioned above, they do NOT sell/trade/disclose any information to ANY third-party either. When it comes to all transactions, they use their encrypted server to house the transactions and while the extent of that encryption is unknown, their privacy policy says the server is secure.

**References:**

Freeman, A., Adams Becker, S., Cummins, M., McKelroy, E., Giesinger, C., Yuhnke, B. (2016). NMC Horizon Report: 2016 Museum Edition. Austin, Texas: The New Media Consortium.

Heckscher Museum of Art Privacy Policy. (2017). Retrieved from

[http://www.heckscher.org/privacy\\_policy](http://www.heckscher.org/privacy_policy)