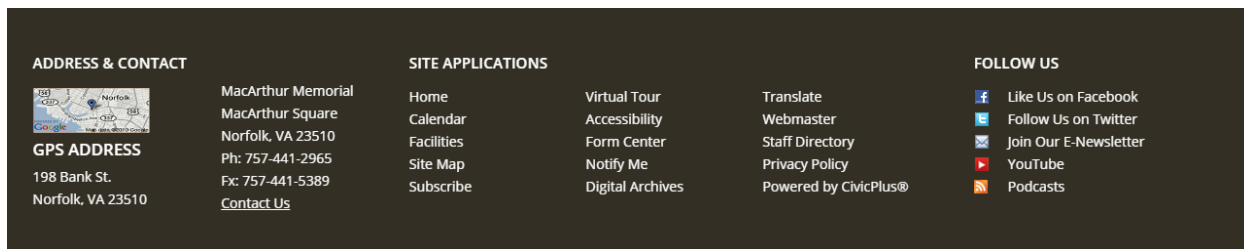


MUSEUM-PARTNER OBSERVATION #3  
for the  
MACARTHUR MEMORIAL MUSEUM

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LIS 258: Museum Informatics  
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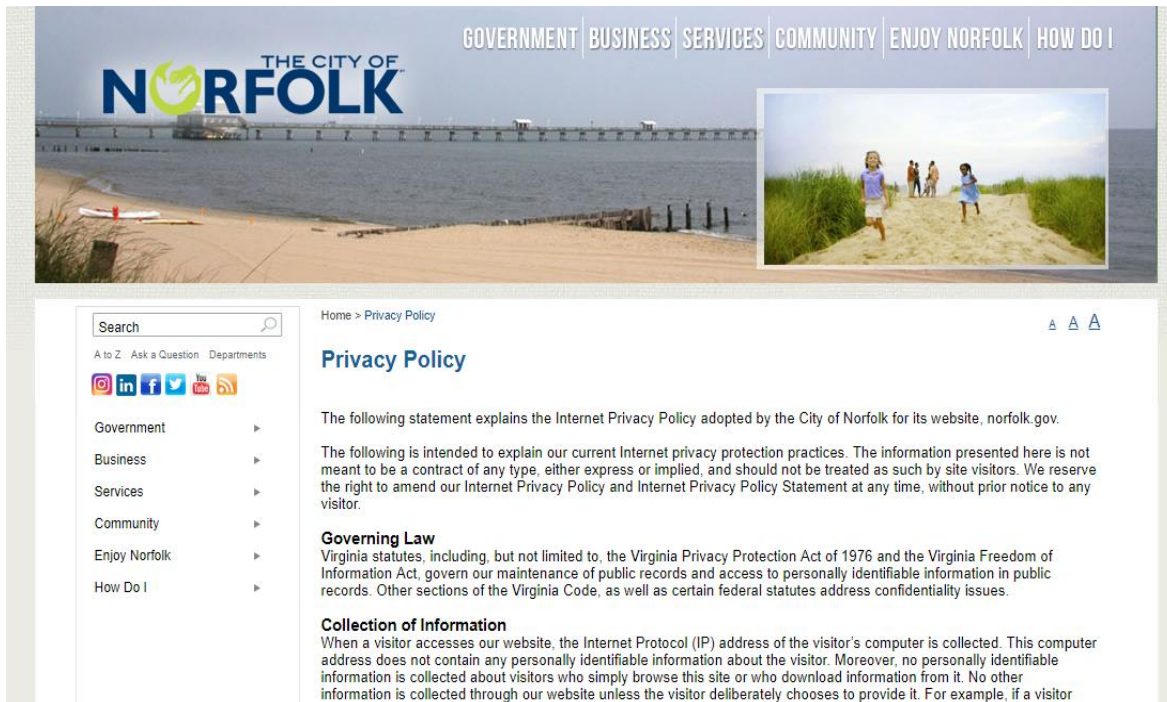
The MacArthur Memorial Museum was created due to General MacArthur’s 1961 deed of gift to the City of Norfolk that included all his medals, uniforms, documents and other personal memorabilia. The city restored the old city hall building to house the collection (MacArthur Memorial Museum 2019). Due to the City of Norfolk’s ownership of the organization, the museum’s CMS, CivicPlus, is the same as all other city government entities (City of Norfolk 2019). Due to this marriage with city oversight and the MacArthur Memorial Museum, the organization does not have a responsibility to provide data security on its website.



MacArthur Memorial Museum. (2019). Site applications on footer banner. Screenshot by author. Retrieved from <https://www.macarthurmemorial.org/27/Museum>

“Museums have long been publishing their policy statements on their websites with language about opting in to communications, information that is tracked, use of web beacons, and cookies” (NMC 2016, p. 32). For the MacArthur Memorial Museum, the link for “privacy policy” goes to the City of Norfolk’s page where these policy statements are explained (City of Norfolk 2019). The City of Norfolk explains its policy on collection of information by stating that it does collect the Internet Protocol (IP) but this does not contain personal identification. Unless the visitor chooses to add personal information such as when filling out a survey or clicks on a link to end an e-mail, then this additional information will be collected. “In all cases, the city strives to collect the minimum information necessary to comply with applicable law and/or provide the service requested” (City of Norfolk 2019). This privacy policy also states that “the city’s website does not place any cookies on a visitor’s computer,” and that the City of Norfolk

“does not sell, rent or otherwise distribute visitor information including email addresses, to any outside company or organization” (City of Norfolk 2019).



City of Norfolk. (2019). Privacy policy. Screen shot by author. Retrieved from <https://www.norfolk.gov/index.aspx?NID=933>

A tool that could be used by the MacArthur Memorial Museum could be “an app designed to initially alert users of exactly what types of data it uses with an opt-in screen that immediately provides users necessary security information and the ability to opt out of sharing any personal data” (Privacy concerns 2016, p. 32).

The MacArthur Memorial Museum does not operate its website because the City of Norfolk oversees it like all its other government entities. This public website is on a different CMS than the program the museum uses to input its metadata (J. TeWalt, personal communication February 26, 2019). Even though the City of Norfolk has this responsibility, the City and the Museum should consider “challenging issues related to life in the digital age,

including privacy, surveillance, data collection and storage, and the complicated relationship between liberty and scrutiny” (Privacy concerns 2016, p. 33).

## References

City of Norfolk. (2019). Privacy policy. Retrieved from

<https://www.norfolk.gov/index.aspx?NID=933>

MacArthur Memorial Museum. (2019). About. Retrieved from

<https://www.macarthurmemorial.org/174/About>

Privacy concerns wicked challenge: Those that are complex to even define, much less address.

(2016). *NMC Horizon Report:2016 Museum Edition*. Retrieved from

<http://cdn.nmc.org/media/2016-nmc-horizon-report-museum-EN.pdf>