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Parkland Community Library

Privacy Policy

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Effective Date: September 26, 2019

Parkland Community Library ("Parkland Library", "Library," "we," "us," or "our") respects your privacy and is committed to safeguarding your personal information. As part of our commitment to you, we are providing this Privacy Policy (the "Policy") to explain: (a) the types of information that we may collect or that you may provide when you visit our library, make a donation, use any of the services we offer, whether in-person or online, or visit our website or social media pages and (b) how we collect, use, and when necessary, disclose that information.

By visiting our library, making a donation, using our services, or visiting our website or social media pages, you acknowledge and agree to this Policy, as amended from time to time. We will notify you of any changes to our Policy by posting the new Policy on our website. Unless otherwise noted, any changes to this Policy will take effect immediately upon being posted to our website. We encourage you to periodically visit our website to review this Policy for any changes to it.

We also encourage all of our visitors to review our [Computer Access & Technology Center Policy](#) and [Internet Safety Policy](#) for information regarding our guidelines for acceptable technology and internet use at Parkland Library.

<u>**Collection of Information**</u>

Information You Provide to Us. We may ask you to share certain information with us when you visit our library, make a donation, use our services, or interact with our website or social media pages. Some of the information we collect may be personally identifiable information. "Personally identifiable information" or "PII" is information that identifies you as an individual, which may include, but not be limited to, your name, address, telephone numbers, date of birth, and email addresses. Parkland Library only collects PII only when you voluntarily provide it to us. By way of example, you may be asked to provide PII when you:

- Apply for a Library card;
- Create an online Library account;
- Check out Library materials
- Reserve a title or make an interlibrary-loan request;
- Complete forms on our website;
- Submit comments, feedback, suggestions or inquires or share content with us through our website or social media pages;
- Request information or contact us through our website, social media pages or by email;
- Subscribe to our mailing lists;
- Sign up to volunteer with us or register for one of our events; or
- Make a donation through our website, over the telephone, by email or mail, or in person.

Information Collected Automatically. We may also collect certain information that cannot be used on its own to personally identify you (collectively, "non-PII"). Non-PII may be collected automatically through the use of third-party tools, such as Google Analytics, or through cookies and other

tracking technologies. The information collected by third-party tools and cookies may include the number of times you visit our website, the type of activities performed on our website, the searches/queries that you conducted, the type of computer or device you use to access our website, the internet protocol address of your computer or device, your operating system, your internet browser type, and location information.

The information gathered from third-party tools and cookies helps us to administer our website, provide security, and improve the functionality of our website to better serve you. You may choose to disable cookies and certain other kinds of tracking technology by adjusting your internet browser settings. However, please keep in mind that disabling cookies or other tracking technologies used by our website could affect the availability and functionality of certain features on our website.

Use of Information

The following are some examples of the ways we may use PII and non-PII to provide certain services to you:

- Issue Library cards and administer your account;
- Provide you with access to Library computers, internet, and electronic databases;
- Collect or process payments, donations, and fees/fines;
- Send alerts and other communications related to your Library account;
- Send information we think you may find useful when you subscribe to one of our mailing lists;
- Send personalized or other information that you have requested from us;
- Contact you in response to an inquiry or question you make through our website or social media pages; and
- Administer promotions, surveys, contests, fundraisers, and other events;
- Improve our website and social media pages and the services we offer; and
- For other purposes that will always be disclosed to you at the time we request your information.

Disclosure of Information

The following are the ways in which Parkland Library may share your information with others:

Shared Content. If you choose to share content through any of our social media pages, the shared content may be publicly accessible. If you do not want to share content publicly, you can use your privacy settings of your social media account to limit sharing. Depending on the policies and procedures of the social media platform where the content is shared, certain content may continue to be publically available and associated with your social media account, even after the content is deleted and your account is terminated.

Third-Party Services Providers. Parkland Library utilizes the services of certain third-party service providers to provide certain Library services to you, including electronic donation processing, managing our website, and providing technical support for our website and online Library accounts. As a result, we may make certain information available to our trusted third-party service providers to help provide these services to you.

Fundraising and Outreach. We may use trusted third-party vendors to generate mailing lists and send communications on our behalf as part of our fundraising and outreach efforts to support our

programs or services. We will never sell, rent, or trade your information to others; send correspondence, advertisements or any other mailings on behalf of any entity other than Parkland Library; nor will we solicit our donors on behalf of any other organization or corporation. If you would prefer not to receive communications from us regarding our programs, services, and fundraising efforts, you may unsubscribe from our mailing lists by going to the bottom of an email received and clicking unsubscribe or by contacting marketing@parklandlibrary.org.

Legal Requirements. There are times when we may be required to disclose certain information to comply with a legal requirement, such as a law, regulation, court order, subpoena, or a search warrant, in the course of any legal proceeding, including, but not limited to, civil, criminal or administrative, or in response to law enforcement or other governmental agency requests or when we believe that disclosure is necessary to protect our rights.

Security

Parkland Library takes pride in having policies in place that are compliant with industry standards, and we make every effort to protect all personally identifiable information we may collect. These protections extend to all of our services, as well as all written, oral and electronic communications.

Third-Party Sites

In order to provide our website users with information that might be of interest to them, our website may contain links to other websites from time to time. Please note that we do not maintain authority or control over websites of external organizations and this Policy does not apply to the collection of information by any external sites that are provided as links on our website. Therefore, we encourage you to read the privacy policies on any external websites before providing any personal information therein.

Parents and Children

Children under 13. Our website and social media pages are not intended for use by children under the age of 13 without a parent or guardian permission. Parents and guardians should review this Policy, Computer Access & Technology Center Policy, and Internet Safety Policy before permitting their children to use our services. Parents and guardians may also need to sign additional consent forms for the collection of information about their children before they gain access to optional programs and services.

Disclosure to Parents. Parkland Library respects the privacy of all patrons, regardless of age. In limited circumstances, however, we may share with parents or guardians of children under the age of 18 certain circulation and account information to facilitate the payment of any late fees, fines, or other financial obligation incurred by their child.

Opt-Out or Change Your Contact Information

If you wish to opt-out of receiving communications from us, or you need to change, correct, or update your personal information previously provided to us by emailing circulation@parklandlibrary.org.

Questions: If you have questions or suggestions, please contact us at info@parklandlibrary.org