

HIGHLAND PARK PUBLIC LIBRARY

Policy 213 **Website Privacy**

Purpose To govern the manner in which Highland Park Public Library (“the Library”) collects, uses, maintains, and discloses information collected from users of the Library website.

General Policy

The Library operates a website (“the Site”) in compliance with Library Policy 201: Confidentiality of Patron Information and 75 ILCS 70/1 Library Records Confidentiality Act. This policy applies to the Site offered by the Library.

Personal contact information

The Library may collect personal contact information from patrons in a variety of ways, including, but not limited to, when patrons visit the Site, register on the Site, subscribe to the newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources available on the Site. Patrons may be asked for, as appropriate, name, email address, mailing address, phone number. Patrons may, however, visit the Site anonymously. The Library will collect personal contact information from patrons only if they voluntarily submit such information. Patrons can always refuse to supply personal contact information, knowing that it may prevent them from engaging in certain Site-related activities.

Other user data

The Library may collect data other than personal contact information about patrons whenever they interact with the Site. Such data may include the browser name, the type of computer and technical information about the means of connection to the Site, such as the operating system and the Internet Service Providers utilized and other similar information.

Web browser cookies

The Site may use “cookies” to enhance user experience. A patron’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. A patron may choose to set their web browser to refuse cookies, or to alert the patron when cookies are being sent. If they do so, however, some parts of the Site may not function properly.

How the Library uses collected information

The Library may collect and use personal contact information or other user data for the following purposes:

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- a. To improve customer service. Information provided helps the Library respond to customer service requests and support needs more efficiently.
- b. To personalize user experience. The Library may use information in the aggregate to understand how patrons as a group use the services and resources provided on the Site.
- c. To improve the Site. The Library may use feedback to improve products and services.
- d. To run a promotion, contest, survey, or other Site feature.
- e. To send a patron information they agreed to receive about topics that may be of interest to them.
- f. To send periodic emails. The Library may use the email address to respond to inquiries, questions, or other requests. If a patron decides to opt-in to a Library mailing list, they will receive emails that may include Library news, updates, related service information, etc. If at any time the patron would like to unsubscribe from receiving future emails, the Library includes detailed unsubscribe instructions at the bottom of each email.

How the Library protects personal contact information

The Library adopts appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of personal contact information, username, password, transaction information, and data stored on the Site.

Sharing personal contact information

The Library does not sell, trade, or rent personal contact information to others. The Library may share generic aggregated demographic information not linked to any personal contact information regarding visitors and users with business partners, trusted affiliates, and advertisers for the purposes outlined above.

Changes to this policy

The Library has the discretion to update this Privacy Policy at any time. When changes are made, the Library will revise the updated date at the bottom of this Policy. The Library encourages patrons to frequently check this Policy for any changes to stay informed about how the Library is helping to protect the personal contact information collected. It is the responsibility of all patrons to review this Privacy Policy periodically and become aware of modifications.

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Patron acceptance of these terms

Use of the Site signifies acceptance of this Policy. Continued use of the Site following the posting of changes to this Policy will be deemed acceptance of those changes.

Adopted February 12, 2019

Reviewed and revised June 18, 2024