

HIGHLAND PARK PUBLIC LIBRARY

Policy 213

Privacy Policy

This Privacy Policy governs the manner in which Highland Park Public Library (www.hplibrary.org) collects, uses, maintains and discloses information collected from users (each, a “User”) of the Highland Park Public Library (www.hplibrary.org) website. This privacy policy applies to the Site and all products and services offered by the Highland Park Public Library (www.hplibrary.org).

ONLINE

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our 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 we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about User’s means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

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

How we use collected information

Highland Park Public Library (www.hplibrary.org) may collect and use User’s personal information for the following purposes:

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

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How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sharing your personal information

We do not sell, trade, or rent User's personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

Changes to this privacy policy

Highland Park Public Library (www.hplibrary.org) has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

What rights you have over your data

If you have an account on this site you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Where we send your data

Visitor comments may be checked through an automated spam detection service.

Your right to obtain your information

This Privacy Policy is intended to provide you with information about what personal data the Site collects about you and how it is used. If you have any questions, please contact us at hppla@hplibrary.org.

You may request information about: the purpose of the processing; the categories of personal data concerned; who else outside the Site might have received the data from us; what the source of the information was (if you didn't provide it directly to us); and how long it will be stored. You have a right to correct or rectify your personal data maintained by us if it is not accurate. You may request that we erase that data or stop processing it, subject to some exceptions. You can also request that we stop using your data for direct marketing purposes. In most jurisdictions, you have the right to register a complaint with the appropriate data protection authority if you

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have concerns about how we process your personal data. When technically feasible, we will—at your request—provide your personal data to you or transmit it directly to another controller.

Reasonable access to your personal data may be provided upon request made to us at hppla@hplibrary.org. If access cannot be provided within a reasonable time frame, we will provide you with a date when the information will be provided. If for some reason access is denied, we will provide an explanation as to why access has been denied.

GENERAL

Library generated records

All Library generated records which contain information about its users is entirely confidential. Such information includes, but is not limited to, a person's name, address, selection of material, electronic access, and reference inquiry. Consequently, such records shall not be made available to members of the public, the press, or any agency of federal, state or local government, except:

- a. Pursuant to such process, order, or subpoena as may be authorized under the authority of, and pursuant to federal, state or local law relating to civil, criminal, or administrative discovery procedures or legislative investigative power.
- b. Upon the request or consent of the library user
- c. Upon the request of a parent or legal guardian of a child under the age of 14 who has a delinquent card, in which case only titles of overdue materials will be provided.

Contacting us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

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Phone: 847-432-0216
Email: hppla@hplibrary.org

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