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## PRIVACY AND CONFIDENTIALITY POLICY

The Board of Library Trustees and staff of the Antioch Public Library District are committed to safeguarding the personal information that the library collects about its users. This Privacy and Confidentiality Policy explains the types of information that the Library collects and how it is used, while maintaining and protecting the privacy of the individual.

### Illinois Library Records Confidentiality Act

The Library conforms to and enforces the Illinois Library Records Confidentiality Act. The Act states “The registration and circulation records of a library are confidential information. Except pursuant to a court order, no person shall publish or make information contained in such records available to the public.” For the purposes of this policy, “public” is defined as any person other than the individual whose name is on a specific account. There are four exceptions to this restriction:

1. The parent or legal guardian of a child 16 years of age or younger may receive information contained in that child’s account.
2. Upon presentation of a lawful court order, the Library will release the specific information that is required by the order.
3. The USA PATRIOT Act gives authority to Federal agents to acquire information contained in a personal account. The act prohibits the Library from informing the cardholder, or any other individual, that information has been requested or given from their account.
4. The Library may use information contained in users’ accounts to conduct its business. This includes releasing, when necessary, to a collection agency to recover unreturned items or unpaid fines. The collection agency is also bound by law from releasing information to another party.

### Type of Information Collected

APLD collects and maintains personal information for each user in two categories:

#### Permanent Data:

- Name
- Address
- Work and home telephone numbers
- Place of work
- Email address (optional)
- Birth year (minors under 16 years of age)



#### Temporary Data:

- Any items checked out to each account, including overdue material
- Any reserved material that has not been checked out

When items are returned to the Library and checked in, the record of that loan is erased from the account, unless the account is overdue and the fines unpaid. If no fine is incurred and the item is returned the record is erased. The Library does not maintain a record of the items that individuals have borrowed, except items obtained through interlibrary loan. Should such a service to maintain a record of the items that individuals have borrowed become available, patrons will have the option to opt in.

Additional information that is collected includes registration for programs and sign-up data for computer usage.

#### Release of Information

There may be times when users would find it convenient if the Library were to release information in their account to another person. This would include sharing information with family members, or leaving specific titles on an answering machine when called about an item they have placed on hold. However, the Library does not assume the right or obligation to decide what information should be shared with which individual. The Library leaves this decision up to each user.

#### Website

This Privacy and Confidentiality Policy also governs the manner in which this site collects, uses, maintains, and discloses information collected from users.

#### 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, 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, phone number, and/or email address. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users may visit our site anonymously, and can always refuse to supply personal identification information, with the understanding 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, operating system used, and Internet service provider utilized to connect to our site.

## Web browser cookies

Our site may use “cookies” to enhance User experience. User’s web browser places cookies on their computer 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.

## Google Analytics

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the data collected to track and examine the use of this site, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. Personal data collected: Cookies and Usage data. Our site also uses Google’s Interest-based advertising or 3<sup>rd</sup>-party audience data (such as age, gender, and interests) as part of Google Analytics Demographics and Interest Reporting.

## How we use collected information

We may collect and use Users personal information for the following purposes:

- To respond to questions or comments: Information you provide helps us respond to your inquiries.
- To improve our site: We may use feedback you provide to improve this site.

## 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 Users 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 for the purposes outlined above. We may use third party service providers to help us operate our business and the site to administer activities on our behalf such as sending out surveys, subscription databases and program registration. We may share your information with these third parties for those limited purposes provided you have given us your permission.

#### Third party websites

Users may find content on our site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors, and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our site, is subject to that website's own terms and policies.

#### Changes to this privacy policy

We have the discretion to update this privacy and confidentiality 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.

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