

MIDLOTHIAN PUBLIC LIBRARY

PRIVACY POLICY

I. PURPOSE

The Midlothian Public Library respects your need for online privacy and desires to protect any personal information that you may share with us. Our practice with regard to the use of your personal information is set forth below in this Privacy Policy. This Privacy Policy explains how Midlothian Public Library collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at www.midlothianlibrary.org. As a condition to use our website, you consent to the terms of this Privacy Policy as it may be updated from time to time.

II. COLLECTION OF PERSONAL INFORMATION

- A. Information collected directly from you: We may collect personal information directly from you, for example through a web form, during program registration, while making a reservation for a meeting or study room, when registering for a library card, when placing holds for library materials, or at checkout. Personal information we collect directly from you may include first and last name, address, email address, phone number, and library card number.
- B. Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.
- C. Information collected from our partners: We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information and geographic location

III. USE OF PERSONAL INFORMATION

We may use information collected about you for any lawful purpose, including the following:

- A. To provide you with our products and services, customer service and support, and other relevant information;
- B. To market our products and services to you, including by email and text message subject to your consent;

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- C. To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts;
- D. To comply with the law and to maintain the security of our website; or
- E. With your consent, or as otherwise disclosed at the time information is collected.

IV. DISCLOSURE OF PERSONAL INFORMATION

- A. We may share the information we collect with other parties, including the following:
 - 1. With third-party service providers to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.
 - 2. With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
 - 3. If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
 - 4. With your consent or as otherwise disclosed at the time of data collection or sharing.
- B. We may share information that has been de-identified or aggregated without limitation.
- C. Our website may offer interactive features, such as the ability to leave reviews that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.
- D. The Library Records Confidentiality Act provides that registration and circulation records of a library are to be confidential and cannot be published or made available to the public except by a court order, or the rare example of someone's personal health and safety requiring that a sworn law enforcement officer be given the information of an individual's name and address based on a sworn statement by the officer of such need. Statistical reports of circulation and registration may

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be published if the reports do not identify particular individuals. In addition, although the library does everything we can in order to protect your privacy, there are times when we may be required by law to provide this information. Library records may be subject to disclosure to law enforcement officials under provisions of state law, the USA PATRIOT Act, or any other federal law, or in a civil lawsuit. Library staff may be forbidden from reporting to you that your records have been requested or obtained under provisions of the USA PATRIOT Act.

V. DIGITAL ANALYTICS

- A. We may work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.
- B. Cookies are commonly used to provide useful features to website users. A cookie is a small text file that is sent to your browser from a website and stored on your computer's hard drive. Cookies cannot read data from your hard disk or read cookie files that were created by other websites – the website that creates a cookie is the only one that a browser will permit to access it. The cookie itself does not contain any personally identifiable information, but may be used to tell when your computer has accessed our website. Examples of ways in which we might use cookies include customizing content areas or analyzing site activity. If you are concerned about the use of cookies, we suggest that you set your browser's options to notify you whenever a cookie is set or to disallow cookies altogether. You should be aware, however, that prohibiting the use of cookies may restrict your access to certain types of content or features on our website and parts of our website may not function properly if you do so.

VI. EMAIL AND TEXT MESSAGE COMMUNICATIONS

- A. If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations.
- B. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://www.midlothianlibrary.org/about-us/library-board/policies>

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VII. UPDATING YOUR INFORMATION

You may review, change, or update your contact by visiting our Checkout Desk, calling us at (708) 535-2027, or emailing us at mds@midlothianlibrary.org.

VIII. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

IX. CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at (708) 535-2027 or mds@midlothianlibrary.org.

Adopted 10/2022