



ALGANSEE • BRONSON • COLDWATER • QUINCY • SHERWOOD • UNION TWP.

## PRIVACY POLICY

Adopted: July 19, 2021

Last Revised: n/a

### Reason for Policy

The Branch District Library (BDL or “Library”) enacts this policy to affirm our commitment to protecting the privacy of those who interact with the Library, and to clearly inform the public about any personally identifying information the Library may collect.

Whether visiting the Library in person, using the Library’s website or remote services, or donating to the Library, the BDL holds to the values of the American Library Association that privacy is “essential to the exercise of free speech, free thought, and free association.”

The Michigan Library Privacy Act (Act 455 of 1982) protects library records from disclosure. Library records include anything that identifies patrons or what materials they might have requested or used. Although the Library values privacy, there are times when we may be required by law to provide this information. See our Policy for Responding to Law Enforcement Officials.

### Patron Information Collected by the Library

The Library makes every effort to minimize the amount of personally identifying information that we collect and store. The information you provide to the Library is generally treated as confidential and is kept only as long as there is an operational need. The Library only releases



**BDL ADMINISTRATIVE OFFICES**

10 E. Chicago St., Coldwater MI 49036

Tel.: 517-278-2341 • Fax: 517-278-2342

info@BranchDistrictLibrary.org

patron information in accordance with the Library Privacy Act. For example, the Library may be required to release the information pursuant to consent of the patron or a court order.

The Library collects the following information on cardholders:

- Name
- Date of birth
- Address
- Telephone number
- Cellular telephone provider, if applicable, so that our library catalog system can send text message notifications using each carrier's unique email-to-SMS gateway.
- Email address
- Library barcode numbers
- Library account username
- Billing history
- Materials currently checked out
- Materials requested for holds
- Holds canceled
- Materials lost or claimed returned
- Whether permission is given to share basic account information with a designated third party

The Library does not keep a record of any patron's reading history. Once materials are returned, records of their checkout are removed from patron accounts. The Library maintains only a statistical count of materials usage.

While reading histories for any particular patron are not maintained, for operational purposes each item does have a record attached of the last few patrons who checked it out. This is useful for returning lost items left in returned materials, assessing fees for damaged items, etc.

In their online account, patrons may choose to enable logging of items checked out and/or holds placed. If enabled, only patrons may access this information. Local Library staff have no ability to retrieve this log, though it is possible that a court order could compel our library catalog vendor to retrieve the log from the database.

Patron accounts, and all collected data they may contain, are purged after 5 years of inactivity after the expiration date.

## **Why We Collect Some Personally Identifying Information**

It is necessary for the Library to know a patron's name and contact information to conduct basic library business. For example, to verify residency, to let patrons know requested materials are ready, or to contact patrons about overdue materials. Date of Birth is collected so that juvenile cards may be given full access to library collections at age 18, and to differentiate between patrons with the same name.

## **Who Has Access to Collected Patron Information**

Only paid Library staff, not volunteers, have access to patron information, and only when it is relevant to performing job duties.

Patrons may opt-in in writing to designate another individual to have access to certain information on their account, such as items out and holds available.

Parents or legal guardians must accept legal and financial responsibility for their children's library materials in order to register them for a standard library card. The registration form also provides for release of the minor's records to the parent or guardian, as required by the [Library Privacy Act](#). Parents or legal guardians will have full access to the minor's library records until the minor reaches age 18.

Library1 cards are available for students at participating schools in our service area. The [Library Privacy Act](#) prohibits the Library from sharing library records of students holding Library1 cards with the participating schools or with parents and legal guardians.

We do not sell or license patron data. We do not disclose it to third parties without permission, except those working under contract with the Library, as provided for by the [Library Privacy Act](#), or as required by law.

## **Radio Frequency Identification (RFID) Tags**

RFID tags present on library materials contain only the barcode of the item they are attached to. There is no personally identifying information on RFID tags on BDL materials. RFID tags,

like barcodes, do not facilitate tracking but simply allow for speedier transactions by Library staff and assist Library staff in locating materials in our buildings.

## **Holds Shelf**

Materials on hold for patrons are kept behind the desk and are not accessible by the public. Paper slips attached to materials that may contain personally identifying information are shredded after their intended use.

## **Photography at the Library**

The Library may make photo or video recordings of events. So long as imagery does not show the use of specific services, materials, or information resources, as governed by the [Library Privacy Act](#), the Library may use photos or videos for promotional purposes.

## **Surveillance at the Library**

Security cameras are used by the Library. Live and recorded video streams may be viewed by designated staff, and recorded video is stored for 30 days. Per the [Library Privacy Act](#), any recorded video that shows what materials or resources a patron is using is protected from disclosure. All other video remains subject to Freedom of Information Act (FOIA) requests. See our [Freedom of Information Act Policy](#) for details.

The Library employs counting devices at building entrances. These devices only record counts and retain no personally identifying information.

## **Cash Registers and Donations**

No personal data is collected during cash transactions. Credit card transactions are conducted securely via our payment processor's terminals, either in person or online, and are subject to the third-party's privacy policy. Library staff have no access to credit card numbers or any other personally identifying information from the credit card transaction, other than the patron's name.

The Library maintains a list of regular donors solely for the purposes of future contacts to those donors by the Library. In accordance with the [Library Privacy Act](#), the names of donors will not be released without consent or otherwise permitted by law. See our [Gifts and Donations Policy](#) for details.

## **Library-Provided Computers**

The Library provides computers for public use. The Library does not keep a record of who uses our computers, only an anonymous usage count. The Library uses security software to purge all personal information and activity performed on each computer at the end of each patron session: browsing histories, files downloaded or created, etc., are all permanently erased upon reboot.

To further help protect patron privacy, staff are unable to assist patrons in filling out online forms.

## **Library WiFi Access**

No personally identifying information is collected when using the Library's WiFi service. Certain device information is collected in order for the service to function; namely: device name and the media access control (MAC) address. Collected information is purged once it is no longer necessary for the service to function, and only aggregate usage statistics are retained.

Patrons should be aware that while connected to any public WiFi network, other malicious third parties may be present on the network. The Library cannot be responsible for such things, and all patrons using any public WiFi network should take care to exercise good Internet security.

## **Circulating WiFi Hotspots**

WiFi Hotspots available for checkout do not collect any personally identifying information. Service providers may collect information at the network level. Any such practice would be governed by the third-party's privacy policy, and the Library would have no access to any such information.

## **Internet Content Filtering**

The Library must employ Internet content filtering on our computers, WiFi network, and circulating WiFi Hotspots to comply with Federal and State laws. No logs are maintained of any kind. The Library does not know what websites are accessed or what sites may have been blocked. Patrons who feel a site has been blocked in error should contact the Library.

## **Network Security and Monitoring**

The Library does not by default monitor any individual's activity on the network or a library computer. In order to assure the security and smooth operation of its computers and network,

the Library reserves the right to investigate any possible misuse. The Library may monitor the use of Library-provided computers, temporarily enable additional logging, or take other lawful actions to conduct an investigation.

## **Printing at the Library**

All print jobs submitted to Library printers are held by the print server to allow reprinting in case of system errors until the end of each business day, at which point they are automatically purged.

## **Faxing at the Library**

Faxes are sent to and from the Library over a computerized faxing service and are deleted after successful transmission. Faxes received to the Library may be held for up to a week to allow time for a patron to retrieve them before they are automatically purged.

## **Library Photocopiers**

Library photocopiers are not enabled to store jobs, so no personally identifying information is ever collected or stored.

## **Library Website**

The Library website is encrypted via HTTPS. All communications between web browsers and our website may be generally considered private.

While browsing the Library web site, certain information about the visit is gathered and stored automatically. Information that is automatically collected and stored includes:

- Internet Protocol (IP) address of the visitor.
- Browser and operating system used.
- Date and time of the visit.
- What pages were visited and for how long.
- The address, if any, of the link followed to get to the Library's site.

The Library website uses cookies. A cookie is a small file sent to a web browser by a website, which are used to remember information about preferences on the pages you visit and help websites perform better. Visitors to our website can set their browsers to refuse to accept cookies, disable cookies, or remove cookies from storage. However, this may result in a lack

of access to some Library services. Our Library servers use cookies to verify that a visitor is an authorized user.

The Library uses analytics services to collect data about the use of our website to make improvement and to track usage trends.

## **Event and Meeting Room Registrations**

Contact information may be collected on event registration forms. The Library may employ third-party services for event and meeting room registrations, which are covered by their own privacy policies.

## **Email Marketing and Notifications**

Upon registration, all cardholders aged 18 and above with an email address are opted in to receiving email marketing about library services and events. Patrons may opt out at any time.

From time to time, automated or staff-generated email or SMS/text messages may be sent to patrons about available materials, holds, overdue materials, etc.