

2.6.1 – Privacy

Effective: October 12, 2006

Last Reviewed: February 22, 2022

A. Purpose

This policy outlines the commitment of the Board of Trustees and staff of the Jacksonville Public Library (Library) to protect the privacy of Library customers and to transparently communicate the type of information that is collected and share how it is to be used.

B. Information Collected & Retained

The Library collects and retains customer data that is necessary for the provision and management of library services, needed to provide opt- in/opt-out library services desired by library customers, and required by law.

1. **Personally Identifiable Information.** The Library collects the minimum amount of personally identifiable information required when customers register for a library card or other library services. Elements of this information may be used for statistical purposes. Examples of personally identifiable information which may be required include:
 - a. Name
 - b. Address
 - c. Phone number
 - d. Email address
 - e. Library Card Number
 - f. Birth date
 - g. Driver's license number
2. **Non-Personally Identifiable Information.** The Library also collects certain non-identifiable or anonymous information including statistical and system information which is used and disclosed without any link to an individual. The Library uses cookies on its website to recognize users and to enhance, personalize and simplify the user experience.
3. **Other Information.** Other information may be collected by the Library about users of the Library's facilities, website, computers, Wi-Fi, catalog, online resources, services and systems. Examples include:
 - a. Browser type, operating system, referring URL and domain and Internet protocol (IP) address from which the user is connecting, geographical location of the network used to link to the Library, time and date of access
 - b. Personalized catalog settings, such as search preferences, marked items, saved searches
 - c. Number of log ins, number of holds requested, number of renewals
 - d. Images collected by the security video surveillance cameras
 - e. Reservation information for library classes, programs or meeting rooms
 - f. Type of material borrowed including reading level and subject

C. Use and Disclosure of Information

Information collected will be used only for the purpose of delivering services and improving the delivery of services whether in person or online. The Library may also use collected information to communicate with customers and administer library accounts. The Library will not disclose information related to the use of library materials, content or resources used to any third party except contractors and consultants that are employed by the Library in the conduct of library operations, evaluation and improvement of library services; upon the

request or consent of an individual customer; or pursuant to a proper judicial order. The Library does not give, share, sell or transfer any personally identifiable information to third parties for monetary compensation.

1. **Third-Party Vendors and Contractors.** The Library uses licensed third-party vendors and other external websites to provide digital content, including e-books, e-audiobooks, movies, music and other online resources. Some of these vendors and sites may collect and share the personally identifiable information the customer chooses to provide in order to use those services and resources. It is recommended that customers of these services and resources review the third-party's privacy statements or terms of use policy.
2. **Credit Card Information.** Credit card information will not be retained by the Library as part of any transaction. Credit card information provided for fees or services is used only for that intended purpose and is transmitted via encryption to a credit card processor. The Library complies with current standards.

D. Security

The Library has implemented security measures to protect information and data collected. Technical measures include encryption in the transmission and storage of data, limits on access through use of passwords, and storage of data on secure servers or computers that are inaccessible to un-authorized users. However, the Library cannot guarantee that such information, including personally identifiable information, will remain confidential or secure from unauthorized access.

E. Confidentiality of Registration and Circulation Records

Library card/account registration and circulation information are addressed in Policy 2.3.1 - Confidentiality of Registration and Circulation Records.

F. Authorization to Define Procedures

The Board of Library Trustees authorizes the Library Director to establish procedures to administer this policy, and to delegate any and all responsibilities herein to other staff through such procedures.

G. Associated Library Policies

1. [Internet & Computer Use Policy](#)
2. [3.1.2 Confidentiality of Customer Registration and Circulation Records](#)

H. Relevant Law and Legislation

1. [Library registration and circulation records, Florida Statutes § 257.261](#)
2. [Public Records, Florida Statutes § 119](#)
3. [USA Patriot Act, Public Law 107-56](#)