

ONLINE PRIVACY

PURPOSE

The purpose of this policy is to inform patrons wishing to use Lethbridge Public Library (LPL) online services what personal information is gathered by LPL online services, how that information is used, and how it is protected.

PERSONS AFFECTED

Public / Employees / Users of LPL Online Services

POLICY STATEMENT

Online Privacy Policy

This Privacy Policy governs the manner in which Lethbridge Public Library collects, uses, maintains and discloses information collected from patrons (each, a “Patron”) utilizing Lethbridge Public Library (LPL) online services such as the LPL website (www.lethlib.ca) and the mobile app. This Online Privacy Policy does not apply to information collected offline.

This privacy policy applies whenever a patron uses LPL online services such as the LPL website or the LPL mobile app. If patrons do not want LPL to collect, store, use or share their information in the ways described in this policy then they may not use LPL online services.

Personal identification information

LPL may collect personal identification information from Patrons in a variety of ways, including (but not limited to) when Patrons visit our website, register on the site, subscribe to newsletters, respond to surveys, fill out forms, and in connection with other activities, services, features or resources made available electronically. Patrons might be asked for name, email address, mailing address or other identifiable information when utilizing these services, however Patrons can always choose to utilize core electronic services anonymously. LPL will collect personal identification information from Patrons only if they voluntarily submit such information to us. Patrons may choose not to supply personal identification information, which may prevent them from engaging in certain activities.

Non-personal identification information

LPL may collect non-personal identification information about Patrons whenever they interact with our electronic services. Non-personal identification information may include details such as browser name, the type of computer, the operating system, Internet service provider, or other similar technical information.

Web browser cookies

LPL's online services may use "cookies" to enhance Patron's experience. Patron's web browser places cookies on their hard drive for record-keeping purposes and to sometimes track information about them. Patrons may choose to set their web browser to refuse cookies or to alert them when cookies are being used. If they do so, some services may be restricted or function incorrectly.

How we use collected information

Lethbridge Public Library may collect and use Patrons personal information for the following purposes:

- *To improve customer service*
Information patrons provide helps LPL respond to customer service requests and support Patron needs more efficiently.
- *To personalize user experience*
LPL may use aggregated information to understand how Patrons as a group use the Lethbridge Public Library services and resources.
- *To improve our website*
LPL may use feedback provided to improve online products and services.
- *To run a promotion, contest, or survey*
LPL may require personal information to award prizes, incentives or request feedback on LPL services.
- *To send Patrons customized information that they agreed to receive (such as reading recommendations, relevant new services or suggested upcoming events of interest)*
LPL may use Patron email addresses to respond to inquiries, questions, and/or other requests via email. If a Patron decides to opt-in to a mailing list, they will receive emails that may include library news, updates or related product and service information. If at any time the Patron would like to unsubscribe from receiving future emails, detailed unsubscribe instructions are included at the bottom of each automated email. LPL complies with Canada's Anti-Spam Legislation (CASL) in all electronic messaging.

How we protect your information

LPL adopts appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of Patron personal information, username, password, transaction information and electronically stored data.

Sharing your personal information

LPL does not sell, trade, or rent Patron personal identification information to others. LPL may share generic anonymized or aggregated demographic information devoid of any personal identification information regarding visitors and usage with business partners, trusted affiliates and advertisers for the purposes outlined above.

Third-party vendors and your data

Lethbridge Public Library uses third-party vendors to provide digital content, including ebooks, digital audiobooks, movies, music, online resources, and more. Some of these vendors may collect and share personally identifiable information you choose to provide in order to use their services. You can choose not to use these third-party vendors.

The Lethbridge Public Library's Privacy Policy does not apply to the third-party vendors we use. LPL recommends you review the privacy statements for the individual third-party vendors prior to utilizing their services to ensure agreement to their terms.

Links

LPL online services may contain links to other sites. Please be aware that Lethbridge Public Library is not responsible for the privacy practices of other sites. LPL encourages you to be knowledgeable about the privacy statements of any external websites that you may visit while navigating the Lethbridge Public Library online services.

Chinook Arch Regional Library System (Chinook Arch)

The Lethbridge Public Library is also a member of the Chinook Arch Regional Library System - a network of libraries that cooperates through shared cataloguing services, regional lending, shared purchasing of online resources, and other library support services. Chinook Arch has its own Privacy Policy that is separate from the Lethbridge Public Library's Online Privacy Policy and can be reviewed <https://www.chinookarch.ca/privacy-statement>.

Changes to this privacy policy

Lethbridge Public Library retains the discretion to update this privacy policy at any time. When the policy is updated LPL will revise the date at the bottom of this document. LPL encourages Patrons to check this page frequently for any changes to stay informed about how LPL is helping to protect the personal information collected. 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 LPL online services, you signify your acceptance of this policy. If you do not agree to this policy, please do not use LPL's website, mobile app or other online services. Your continued use of these online services following changes to this policy are deemed acceptance of those changes.

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 via email at questions@lethlib.ca or in person at:

Lethbridge Public Library
810 5th Avenue South
Lethbridge, AB T1J 4C4

DEFINITIONS

Online Services: refers to services provided over the website and mobile app

REFERENCES

“Canada’s Anti-Spam Legislation”, <https://fightspam-combattrelepourriel.isde-isde.canada.ca/site/canada-anti-spam-legislation/en>

REVISION HISTORY

- September 13, 2022 New policy
- May 30, 2023: Revised