SANTA CRUZ
PUBLIC LIBRARIES

Confidentiality of Library Records and Patron Data Privacy Policy

Santa Cruz Public Libraries (hereinafter the "Library") is dedicated to upholding the privacy and intellectual freedom of its patrons. We are committed to protecting your privacy by keeping your personally identifiable information confidential wherever feasible.

This policy outlines how the Library collects, uses, safeguards, and, when appropriate, discloses patron data, ensuring a balance between providing effective library services and maintaining a high standard of data privacy.

The Library complies with all sections of the State of California Public Records Act (including California Government Code Title 1, Division 10, Chapter 7 "Library Records and Similar Matters"). The Library respects the privacy of all patrons regarding the use of this Library system.

Unless otherwise stated herein, the Library shall not disclose any Library registration, circulation, requests for reference information, or internet use records of Library users to any person (except for a person acting within the scope of their duties within the administration of the Library), or to any local, state, or federal agency (except where required by law). The Library may also disclose such information for authorized law enforcement investigations in emergency circumstances or where required by law.

The Library adheres to the following best practices for securing patron data:

- Gather only the data considered necessary to perform the specific service.
- Retain the data only as long as necessary to provide the service.
- Limit access to the data to those who use it to perform their job duties.

PATRON REGISTRATION AND CIRCULATION RECORDS
The Library collects and retains information provided by its patrons from the registration form they complete when they register for a library card. This information includes:

- Name
- Mailing Address
- Telephone Numbers
- Birth Date
- Residence Address if different from Mailing Address
- School
- Full-time College Student (Yes/No)
- Email Address for Notices (Optional)

When paper forms are used for registration, the patron's information is then uploaded and retained electronically. Once the registration process is complete, the paper forms are destroyed.

The Library also collects and tracks patron circulation records electronically. This includes the number of items checked out. This information is used by the Library to track borrowed materials, manage the Library's collection, and plan for library services.

When an item is checked out, that item is recorded under the patron's Library card account in the Library's electronic system. However, when that Library material is returned, the record of that item is no longer retained under the patron's Library card account, except as needed for payment of fines or if patrons have opted in to maintaining their reading history. (Please note, the number of items checked out continues to be retained—no titles). A history of holds notices and overdue notices sent may be maintained if the patron has opted in to email or text notices.

INFORMATION FOR ADMINISTRATION OF LIBRARY SERVICES

The Library collects limited personal information for the administration of library services. These administrative services include the creation of hold records, fine billing and collection, marketing and registration for library programs and services, and the creation of organizational statistical reports, including but not limited to the Library's circulation count, website visits, and WiFi usage.

In the case of unpaid fines, the Library keeps a record of the item number, the date the fine was incurred, and the amount of the fine. Once the fines are paid, the record of the returned item is deleted from the Library's electronic database. In the event that the fines on the account warrant a restitution, the Library may submit the request to a third-party collection agency with an emphasis on material recovery. A detailed record of the amount owed, payments, returns, dates, credit reported, and any updates to balances, addresses, or phone numbers will be provided to the third-party agency. This information is retained on the patron's Library card account even after the fine is cleared. Please note that the third-party collection agency's records retention policy may differ from the Library.

INFORMATION COLLECTED AND STORED AUTOMATICALLY

When a patron visits the Library website or downloads information, certain information will be automatically gathered and stored electronically about the visit, including:

- The internet protocol address from which access to our website is gained.
- The type of browser and operating system used to access the Library's site.
- The date and time of access to the Library's site.
- The pages visited, for how long, and the address of the website from which the initial visit to www.santacruzpl.org was launched, if any.

The information collected does not identify individuals personally. The Library uses this information to help make its website more useful to visitors and to learn about the number of visitors to its site and the types of technology its visitors use.

Credit card information provided for fines and fees or services processed through the Library's website is used only for that intended purpose and is transmitted via encryption, to a credit card processor.

CHOICE AND CONSENT

Patrons may choose to provide additional data such as preserving their circulation records to maintain personal reading lists or receive reading suggestions. If a patron voluntarily chooses to provide additional information, this information will be retained by the Library pursuant to this policy.

The Library will not sell, license or disclose personal information to any third-party without patron consent, unless the Library is compelled to do so by law.

Additionally, patrons may be photographed during Library programs to be used for promotional purposes. Library staff and volunteers may inform patrons of this through verbal notifications or signage. Parents/guardians may be asked to sign a release form for images or portraits of their child taken during program participation if the Library intends to use these images in marketing materials or on social media platforms.

LINKS TO OTHER SITES

The Library's website contains links to other websites and uses third-party vendors to provide and connect to digital collections, streaming media content, databases, and more. Some of these sites and vendors may collect and share the information you provide to them in order to use their services. You can choose not to use these third-party vendors. The Library is not responsible for the privacy practices of these other sites or third-party vendors, which may differ from the privacy practices described in this policy. For more information regarding third-party vendors, please visit our Data Privacy webpage.

NETWORK SECURITY

For network security purposes and to ensure that the Library networks and internet services remain available to all users, the Library uses software programs to monitor network traffic and identify unauthorized attempts to upload or alter information, or otherwise cause damage to the Library network. If such monitoring reveals evidence of possible abuse, violation of Library policies, or criminal activity, system personnel may provide the results of such monitoring to appropriate officials or authorities. The Library does not attempt to identify individual users or their usage habits; however, the Library recognizes that it may be compelled to identify such information, or disclose it in the context of an authorized law enforcement investigation or prosecution.

Unauthorized attempts to upload information or alter information on this service are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and 18 U.S.C. Section 1030.

PUBLIC USE OF LIBRARY'S ON-SITE COMPUTERS

For public use of the Library's on-site computers, the Library utilizes a computerized reservation system that requires patrons to log in with their Library card account number. Anyone, for any reason, may request a guest pass from Library staff to use an on-site computer. All on-site computers are equipped with automated systems that clear personal data after each new session, ensuring no electronic tracking of the workstation.

LENDABLE TECHNOLOGY

The Library has a collection of lendable technology devices that can be checked out using a patron's Library card account and used either in the Library or at home. Any device where personal information is entered, such as a laptop, is equipped with an automated system to clear personal data. Patrons should also take steps to protect their personal data when using these devices and refer to the provided instruction manual. The Library will not retain any

personally identifiable information shared in connection with lendable technology. For more information, please visit our [Lendable Technology](#) webpage.

SECURITY MEASURES

Security measures involve both managerial and technical policies and procedures to protect against the loss and the unauthorized access, destruction, use, or disclosure of data. Managerial measures include internal organizational procedures that limit access to data and ensure that those individuals with access do not utilize the data for unauthorized purposes. Technical security measures to prevent unauthorized access including encryption for the transmission and storage of data, limits on access through use of passwords, and storage of data on secure servers or computers to protect against unauthorized access.

The Library permits only authorized Library staff with assigned confidential passwords to access personal data stored in the Library's computer system for the purpose of performing work related to the administration of the Library.

UPDATES AND NOTICE

The Library strives to keep Library users informed of the policies governing the collection and retention of personally identifiable information, as well as the reasons for which the information is needed to provide library services. The Library reserves the right to change or modify this privacy statement at any time, and in its sole discretion. If the Library revises this policy, the changes will be posted on the Library's homepage.

Should Library users have questions, concerns, or feedback about the Library's handling of their private information, they may submit written correspondence to the Santa Cruz Public Libraries Administration Office, addressed to the Director of Libraries.