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FRISCO PUBLIC LIBRARY'S ONLINE PRIVACY POLICY

This site is owned and operated by Frisco Public Library (FPL). Your privacy on the Internet is of the utmost importance to us. Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the collection and use of that information. This privacy statement discloses what information we gather and how we use it.

INFORMATION FPL GATHERS AND TRACKS

FPL gathers two types of information about its users:

1. Information that users provide through optional, voluntary submissions. These are voluntary submissions to receive our electronic newsletters, to E-mail the staff, and from participation in polls and surveys.
2. Information FPL gathers through aggregated tracking information derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to better understand the demographics of our audience. Under no circumstances does the Frisco Public Library divulge any information about an individual user to a third party.

HOW FPL GATHERS USER INFORMATION:

Optional Voluntary Information

We offer the following free services, which require some type of voluntary submission of personal information by users:

1. Electronic Newsletters Policy (Dispatches)

We offer free electronic newsletter to users of all ages. FPL gathers the email addresses of users who voluntarily subscribe. We do not collect names or any other personally identifiable information about our newsletter subscribers.

In compliance with COPPA (Children's Online Privacy Protection Act of 1998), newsletter subscribers under thirteen years old are asked to supply a parent's email address. Parents are notified via e-mail of their child's subscription and may cancel their child's subscription at any time.

Unsubscribing from Newsletters

Users may remove themselves or their children from FPL's list by following the link provided in every newsletter that points to the subscription management page. Users may also e-mail unsubscribe@friscolibrary.com to remove themselves from any mailing list. Please write "Unsubscribe" in the subject line and in the message body specify which newsletter you no longer want to receive along with the e-mail address you wish to remove from our mailing list.

2. Polling

We may offer interactive polls to users so they can easily share their opinions with other users and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. FPL may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

3. Surveys

FPL may occasionally conduct user surveys to better target our content to our audience. We never share any of this information about specific individuals with any third party.

4. E-mail

If you send us an e-mail with a question or comment, we will write back using your e-mail address, but we will not keep the address or use it again.

USAGE TRACKING

FPL tracks user traffic patterns throughout our website. However, we do not correlate this information with data about individual users. FPL does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

FPL sometimes tracks and catalogs the search terms that users enter in our Search function, but this tracking is never associated with individual users. We use tracking information to determine which areas of our sites users like and dislike based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

COOKIES

We may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain Personal Information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. But the only personal information a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other sites. FPL uses cookies to track user traffic patterns (as described above).

You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site. However, you do need cookies to participate actively in polling and surveys.

USE OF INFORMATION

FPL uses any information voluntarily given by our users to enhance their experience on our website, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of our users.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls and surveys. We send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions. FPL never shares newsletter mailing lists with any third parties.

We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we do not track which terms a particular user enters.

SHARING INFORMATION

FPL uses the above-described information to tailor our content to suit your needs and to better understand our audience's demographics. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public. In certain circumstances, some FPL records may be subject to the Public Information Act.

SECURITY

FPL operates secure data networks protected by industry standard firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

YOUR CONSENT

By using this site, you consent to the collection and use of this information by FPL. Should we change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

QUESTIONS AND CONCERNS ABOUT FPL'S PRIVACY POLICY

If you need further assistance regarding our Privacy Policy, please send an e-mail with your questions or comments to webmaster@friscolibrary.com.

You may also call us:
(972) 292-KNOW

Or write to us at:
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Attn: Webmaster
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