



## Confidentiality of Library Customer Information

**Authority:** Library Board

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**Category:** Public Policy

### Purpose

The East Gwillimbury Public Library collects personal information of library customers in accordance with the *Public Libraries Act*, R.S.O. 1990, Chapter P. 44 and the *Municipal Freedom and Protection of Personal Privacy Act (MFIPPA)*, R.S.O. 2002, Chapter M.56.

East Gwillimbury Public Library is committed to handling personal information with care. The intent of this policy is to protect the privacy of Library customers and visitors.

### Collection of Information

Personal information is collected for the administration of library operations, and will only be used to provide, manage and assess library services. Information collected will be as current and accurate as possible.

Customer information refers to recorded information about an identifiable individual. Information is identifiable if it reveals something of a personal nature about the individual, or if the individual can be identified from the information. For business operations, personal information is collected and stored for:

- Library card registration
- Items borrowed or placed on hold
- E-Card registration

Personal information may also be collected for:

- Program registration
- In-depth questions
- Comment and feedback forms
- Incident reports

- Computer session time
- Room rentals
- Electronic communications, such as online chat
- Photographs in programs

Every effort will be made to maintain complete and accurate customer information. Individuals have the responsibility of informing the Library of any changes to their personal information.

### **Library Customer Consent**

When registering for an East Gwillimbury Public Library card, customers are assumed to have given consent to the collection of personal information for borrowing purposes. The Library will clearly state the purpose for collecting information before it is collected.

Customers may choose not to provide personal information, but this may limit their access to library services.

### **Disclosure of Library Customer Information**

All customer information collected by the Library is confidential. The Library will ensure that this policy is enforced by all staff and that confidentiality of customer information is maintained.

Rules for the disclosure of customer information apply to protect the personal information of Library customers, as well as Library volunteers and employees using the Library as a customer.

The East Gwillimbury Public Library does not sell or trade customer information.

Access is granted to:

- Library employees for the administration of library operations only
  - Library operations include mailings for library purposes, as deemed acceptable by the CEO or Library Board
  - Customer information may be disclosed in compassionate circumstances to contact a relative or friend of an individual who has become incapacitated whilst on Library premises
- Customers have a right to access their personal information, as per the guidelines set out in the *Circulation Policy and MFIPPA*
- Parents or legal guardians with children under 16 years of age can access their child's account with proof of personal ID
- Police and/or other government organizations only with the presentation of a warrant as per the guidelines set out in the *Circulation Policy and MFIPPA*

At times, Library employees may take photos during programs for Library publications, such as the Program Guide or social media. Please refer to the Library's Media Policy for information on photographs and videos.

### **Retention of Library Customer Information**

The Library will not keep any customer information for longer than is necessary for completing library operations.

All customer information is stored and disposed of in a secure manner.

East Gwillimbury Public Library branches have closed circuit television (CCTV) security cameras outside of the building operated by the Town of East Gwillimbury to ensure safety and security of visitors and staff.

The Library cannot guarantee a customer's privacy when using the public workstations. Any files displayed on monitors are subject to viewing by members of the public and staff. It is recommended that customers be cautious about displaying personal information.

Borrowing history is available to the customer if they choose to turn on the feature on their online account. Otherwise, the Library does not store borrowing history.

### **Electronic Communication**

Customers may opt in to receive electronic notifications regarding borrowing transactions. The Library will ensure that all electronic messages clearly identify the subject and the sender. At times, electronic messages are used to promote services, share important information, or announce special events. Opting in for electronic communications gives consent to send these messages. Individuals can unsubscribe from the service or change their preferences at any time.

The Library is committed to meeting the needs of persons with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*.

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