

## Privacy Policy

The SAILS Website (or [sailsinc.org](http://sailsinc.org)) is the official website created by the SAILS Library network, a 501(c) 3 tax exempt, nonprofit corporation founded in 1995.

The following policy applies only to the use of the SAILS Websites ([www.sailsinc.org](http://www.sailsinc.org), and [sails.ent.sirsi.net](http://sails.ent.sirsi.net).) In particular, please note that although some social media and electronic content services used by SAILS might appear to be part of this website or at a webpage under SAILS's control, some of these sites are actually hosted by a third party provider. Thus when visiting these third party social media and electronic content sites, you are subject to different privacy policies and terms of service

The SAILS Library Network is committed to protecting the privacy of patrons' personal information as well as information regarding their individual use of the member libraries collections and services. The policy outlined below addresses some specific privacy concerns.

- SAILS adheres to Massachusetts General Laws Chapter 78, Section 7 which states that library records shall be confidential and shall not be disclosed except that such records may be disclosed to the extent necessary for the proper operation of such library and shall be disclosed upon request or consent of the user or pursuant to subpoena, court order or where otherwise required by statute.
- SAILS recognizes that law enforcement agencies and officers may occasionally believe that library records contain information that would be helpful to the investigation of criminal activity. The American judicial system provides the mechanism for seeking release of such confidential records: a court order, following a showing of *good cause* based on *specific facts*, by a court of competent jurisdiction.
- SAILS will not sell, lease or otherwise share any personal information to outside parties unless required by law. SAILS considers circulation and registration records identifying the names, addresses, and telephone number of library patrons, as well as materials borrowed or accessed electronically, not to be part of the public record.
- The information collected by SAILS is limited to what we believe is necessary or useful to conduct library business. Personally Identifiable Information (PII) gathered such as name, address, phone number and email address are gathered for the purpose of identification and accountability for use of Library materials.
- Record Retention
  - Information on a user's borrowing activity is retained to provide identification and accountability for library materials.
  - Personally Identifiable Information is purged from check out and hold transactions 90 days after the transaction has been completed.
    - Patron data will continue to be maintained for transactions with outstanding bills or fines.
- Transaction Data.
  - Records of items currently checked out to or on hold for a patron
  - Records of outstanding bills and fines owed to the library.
- Voluntary Data - SAILS, through the Online Catalog and other services, will provide optional or (Opt-In) services to extend the features available to you. These include: the ability to receive email and text messages about items you have on hold or have borrowed, the ability to retain reading history, and the ability to pay library fines and fees on line.
  - SAILS offers patrons the ability to retain a historical record of items that they have checked out in the past.
    - Patrons may request that their checkout history be purged by contacting their local

library.

- Patrons may opt out of maintaining a history of titles checked out at any time by accessing their account in the online catalog.
- SAILS will send public library patrons an email on a regular basis reminding them that they have opted into maintaining a history of titles checked out, if their email address is in their user account.
- o Credit Card Payments - SAILS accepts credit card payments for fines and fees levied by member libraries. Payments may be made either online or at a self-checkout station at a member library.
  - This transaction is protected by SSL certification, a protocol for transmitting data securely.
  - This payment system complies with PCI-DSS standards (PCI-DSS stands for Payment Card Industry Data Security Standards.)
  - SAILS Library network and participating public Libraries do not collect or store any personal information or credit or debit card processing data.
- SAILS keeps no permanent record of Internet sites visited by library patrons, the electronic databases accessed, or the searches performed by individual patrons.
- SAILS uses Google Analytics to track the use of its web based services.
  - o Google Analytics does not include names, phone numbers, addresses, email addresses or other identifying personal information.
  - o Google Analytics mainly uses first-party cookies to report on user interactions on Google Analytics customers' websites. These cookies are used to store non-personally identifiable information. Browsers do not share first-party cookies across domains.
  - o Google Analytics data that is recorded include pages viewed, operating system used, service provider, and geolocation based on anonymized IP address.
- Google Analytics opt-out browser add-on Website
  - o Users that don't want their data reported by the Google Analytics JavaScript can install the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) to prohibit sending information to Google Analytics. The browser add-on is available for most modern browsers. The Google Analytics opt-out browser add-on does not prevent information from being sent to the website itself or to other web analytics services. Learn more about the Google Analytics opt-out browser add-on <https://support.google.com/analytics/answer/181881?hl=en>.
- Email messages sent to SAILS or a member library may be stored or forwarded to others within SAILS or to member library staff in order to respond to a request for information.
- If a patron supplies their email address s/he may receive periodic mailings with information about items about to fall due, items overdue, or items being held for you. Patrons may opt out of receiving email notification and may choose to be notified via SMS text messaging or automated telephone notification. Patrons may also opt out of receiving all forms of notification but will be held responsible for items overdue.
  - o Patrons may not opt out of receiving bills for lost or damaged materials.
- Upon request and verification of identity, SAILS will provide patrons' access to their unique personal identification number (PIN). Under no circumstance will SAILS provide patron address, telephone, user id, or items checked out to a patron request regardless of verification provided.
- SAILS has appropriate security measures in place to protect against the loss, misuse or alteration of information that SAILS has collected from patrons.
- SAILS takes many measures to safeguard user information, but cannot and does not guarantee that every task completed via its network is private.

- SAILS does not partner with or have special relationships with any ad server companies.
- SAILS does not set any cookies.
- S.A.I.L.S. cannot and does not guarantee that every task completed on computers which are connected to its network is private.

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