

# Privacy Notice

The Town of Springdale (Town) understands the importance and sensitivity of your personal information, and we have security in place to protect it. Access to your information is limited to those who need it to perform assigned tasks. We restrict access to work areas and use security measures and password-protected computer systems to keep your personal information secure. We follow federal and state laws governing your personal information use. We use your information in written, oral, and electronic formats (and allow others to use it) only as federal and state laws permit. These laws give you certain rights regarding your personal information.

## PURPOSE OF PRIVACY NOTICE

The Town is committed to protecting the personal information of those accessing its website and those accessing Town government services in person. This Notice informs those accessing the Town website at [www.springdaletown.com](http://www.springdaletown.com) and those accessing government services in person regarding collecting and using personally identifiable information.

## DEFINITION OF PERSONALLY IDENTIFIABLE INFORMATION

For purposes of this Notice, “personally identifiable information” means any information relating to an identified or identifiable individual who is the subject of the information. This information could include information that identifies a user by name, account number, physical or mailing address, email address, telephone number, Social Security number, credit or debit card information, or bank account information. This information may include any combination of the above or other personal information that could be used to determine identity.

## PERSONALLY IDENTIFIABLE INFORMATION NOT ROUTINELY COLLECTED

Visitors to the Town website do not have to routinely provide personal information to visit the website or to download information. Government agencies may request personally identifiable information from you to provide requested specialized services. Still, such information is handled as it would be if obtained during an in-person visit to a government office.

We do not collect personal information from visitors to our site unless they explicitly and intentionally provide it. Under no circumstances do we collect personal data revealing political opinions, religious or philosophical beliefs, health status, or sexual orientation. If you are browsing our site, we do not gather personal information about you.

## **INFORMATION WE GATHER FROM YOU**

The Town only collects personally identifiable information required to provide services. You can decline to provide us with any personal information on the website or in person anytime. However, if you choose to withhold the requested information, we may not be able to provide you with the online services or government-provided services that depend on that information.

There are several ways in which you affirmatively provide us with and consent to our collection of certain personal information:

**User Submissions** - Some of our online Town services allow users to submit suggestions, comments, or requests to us. This could be by emailing us, filling out an online form to provide comments and suggestions, or reporting a problem. This data may include personally identifiable information such as name and email address. We will use the information you send us to respond. We may also direct your message to another government agency that can help address your request.

**User Accounts** - Some digital Town services involve the creation of user accounts. Creating an account may involve the submission of personally identifiable information. This could include a username, password, email address, mailing address, telephone number, full name, employment, and other history. We do not use this information to send commercial and marketing messages. We will only use this information to provide you with government services.

The Town will make every reasonable effort to protect your privacy. It restricts access to your personally identifiable information to employees who respond to your request or inquiry. The Town does not intentionally disclose any personal information about our users to third parties inside or outside the Town except as required by law or to provide a service for which the Town has contracted with a third party.

## **INFORMATION WE AUTOMATICALLY COLLECT AND RECEIVE**

Like most other websites, the Town collects certain information automatically and stores it in log files. The information may include internet domain and internet protocol (IP) addresses of the device or network you are using to access our site, the region or general location where your computer or device is accessing the internet, browser type, and operating system used to visit our site, the date and time of when you access our site, other

usage information about the use of the Town's website, and information on the history of the pages you view. This information does not identify you personally. We do not collect this information to provide targeted advertising. The data collected serve as part of our statistical analysis about the use of our website so we may better design online services and improve access to them. We analyze traffic to our services in various ways, including using third-party services.

## **Use of Cookies**

We use "persistent cookies". On some parts of [www.springdaletown.com](http://www.springdaletown.com), we use "temporary cookies" that expire upon the end of the browsing session. The use of cookies is a standard practice among Internet websites. Most Internet web browsers may be customized to reject cookies, only accept or reject cookies by user intervention, or delete cookies. Rejecting and/or removing cookies, however, may lead to loss of functionality on selected pages, requiring cookies to function fully.

## **ACCESS TO PERSONALLY IDENTIFIABLE INFORMATION FROM GOVERNMENTAL WEBSITES AND THE GOVERNMENTAL RECORDS ACCESS AND MANAGEMENT ACT**

As a municipal government, the Town of Springdale is a public governmental body subject to Chapter 2, Title 63 of the Utah Code, the law entitled the Government Records Access and Management Act (GRAMA). Information about GRAMA can be found on the Utah State Legislature website at <https://le.utah.gov/xcode/Title63G/Chapter2/63G-2.html>. If an appropriate request is made to the Town for information subject to disclosure under Chapter 2 and not made confidential elsewhere in the Utah Code, the Town of Springdale may be required to disclose the information requested, even if it may include your personally identifiable information. While Chapter 2 sets the general policies for access to government records in Utah, other sections of the Utah Code and other federal laws also deal with confidentiality issues.

All records that are prepared, owned, received, or retained by a governmental entity that may be reproduced by certain means are considered public unless they are private, controlled, or protected, as outlined in GRAMA, or are records to which access is restricted according to court rule, other State law, federal law, or federal regulation. Information generally considered public record under GRAMA and not made confidential elsewhere in the Utah Code or by federal law may be subject to electronic access through the Town's website. Personally identifiable information is not a classification of records under GRAMA.

## **USE OF E-MAIL ADDRESSES**

E-mail addresses obtained as a result of a request to the Town website will not be sold or

provided to private companies by the Town for marketing purposes. The information collected is subject to the access and provisions of GRAMA, other applicable sections of the Utah Code, or federal law. E-mail or other information requests sent to the Town website may be maintained to respond to the request, forward that request to the appropriate department, communicate updates to the Town webpage that may be of interest to citizens, or provide the Town web designer with valuable customer feedback to assist in improving the site. Individuals can “opt out” during any communications regarding new service updates.

## **THIRD-PARTY SERVICES**

The Town and elected offices contract with third parties for certain services such as web traffic monitoring, website optimization form submissions, workflow tools, and financial transactions. Some user accounts created on contracted third-party systems may be linked to other websites, such as social media. To link your accounts, you must provide your display name or user ID to those third-party websites. You may also be required to engage in an authorization process with each of those websites. We do not receive or store your password from those websites.

Whenever you use a third-party service, you are also agreeing to that service’s Privacy Policy. The Town’s website uses YouTube API Services to help retrieve and display YouTube videos and video information. The data used is all publicly available information, including the following for videos and playlists: titles, descriptions, IDs, channel IDs, and thumbnails.

Usage of YouTube videos and YouTube video information is subject to the YouTube terms of service ([www.youtube.com](http://www.youtube.com)). The Town does not access, use, or collect personal information using YouTube API Services, but Google may do so. Please see [Google Privacy and Terms](https://policies.google.com/privacy?hl=en-US) (<https://policies.google.com/privacy?hl=en-US>) for more information on how Google might use your data when interacting with its services.

## **WHAT HAPPENS AFTER YOU PROVIDE PERSONAL INFORMATION**

Our intention in collecting information is to provide users with smooth and efficient online Town service experiences. We generally respond to any e-mail questions, requests for services, and other inquiries that we receive. We may retain this correspondence to improve our services and website and for other disclosed purposes. We may also retain contact information so that we can send individual updates or other important information.

## **DATA SECURITY**

The Town of Springdale is committed to data security and the data integrity of personally identifiable information that is either available from or collected by governmental websites

and takes reasonable precautions to protect personally identifiable information from loss, misuse, or alteration. We maintain physical, technical, and administrative safeguards. We update and test our security technology on an ongoing basis. We restrict access to your data to those employees who need to know that information to provide benefits or services to you. When a Town application accepts credit cards or any other particularly sensitive information for its services, it encrypts all ordering information, such as your name and credit card number, to protect its confidentiality. However, as with any transmission over the Internet, there is always some risk involved in sending personal information. Unless otherwise prohibited by state or federal law, rule, or regulation, an individual can access and correct personally identifiable information whether the information inaccuracy was accidental or created unauthorized access. Visitors should be aware, however, that even though protections are in place, the Town cannot guarantee against hardware failure, unauthorized intrusion, or other technical problems.

## **NON-TOWN WEBSITES**

Various websites may be linked through [www.springdaletown.com](http://www.springdaletown.com). Many of these sites, including private sector sites, are not subject to GRAMA and may not be subject to other sections of the Utah Code or federal law. Visitors to those sites are advised to check their privacy notices and be cautious about providing personally identifiable information without a clear understanding of how the information will be used. Visitors may want to consult guidelines on protecting personal information, such as those recommended by the Privacy Alliance at <http://www.privacyalliance.org/protection/>.

The Town of Springdale and [www.springdaletown.com](http://www.springdaletown.com) are not responsible for the privacy practices, privacy notices, or content regarding these other sites.

## **INFORMATION STORAGE**

Retention of records obtained from the Town's website and other sources follows the Town's records retention schedule. Retention timelines can vary depending on what kind of information you provide.

## **SHARING INFORMATION**

We may share information or statistics with third parties or the public in an anonymous form that does not directly identify you. This would typically be done to assess an online Town service. No personally identifiable information would be released. Additionally, if a user is having issues with an online Town service, we may share information with outside parties to the extent necessary to troubleshoot the issues or enhance the system's performance.

## **IF WE ARE REQUIRED BY LAW TO DISCLOSE**

## **INFORMATION**

Under certain circumstances, we may be required by law to disclose certain information to law enforcement authorities. For example, we may provide the appropriate authority with information on suspicious email, electronic threats, unauthorized access, or any other information on illegal activity.

## **CHILDREN'S INFORMATION**

Our online Town services are intended for use by adults. We do not knowingly collect personal information from children under the age of 13. However, we also do not try to determine whether a visitor is underage; therefore, users should be aware that personally identifiable information submitted to [www.springdaletown.com](http://www.springdaletown.com) by minors will be treated as information given by an adult and may become subject to Public Records Requests as controlled primarily by GRAMA. If you are a parent or legal guardian of a child under the age of 13 who you believe has submitted personal information using our Services, please contact the Town's Legal Counsel immediately.

## **CHANGES TO THIS PRIVACY NOTICE AND SECURITY POLICY**

The Town of Springdale may change this Privacy Notice at any time and reserves the right to do so without notice.

## **HOW TO CONTACT US**

**Questions regarding this Privacy Notice should be directed to the Town of Springdale Legal Counsel. Please specify in the subject line of your e-mail "Privacy Notice."**