

# Customer Privacy in a Multi-Vendor World

November 1, 2017



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## Presenters:

Jeanne Crisp, Sno-Isle Libraries

Cindy Gibbon, Multnomah County Library

Patrick Kennedy, BiblioCommons



# Today's topics

1. How data is used and shared
2. How to work with vendors to maximize privacy
3. What a library privacy policy should include

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## Content & Logistics

- Overview
- Resources
- How it works
- Vendors
- Social media
- Library privacy policies
- Wrap up

# Vendor Contracts

Cindy Gibbon



# Resources for Vendor Contracts

American Library Association: Intellectual Freedom Committee, adopted June 24, 2016

- [Library Privacy Guidelines for Data Exchange Between Networked Devices and Services](#)
- [Library Privacy Guidelines for Library Management Systems](#)
- [Library Privacy Guidelines for Library Websites, OPACs, and Discovery Services](#)
- [Library Privacy Guidelines for Public Access Computers and Networks](#)

**Protecting Patron Privacy: A LITA Guide**, Lanham, MD: Rowman & Littlefield, c. 2017  
by American Library Association

- Marden, William, “Third –Party Services in Libraries,” pp 57-84.



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# Let's talk about the Integrated Library System (ILS)

- Hosted/Managed by the Library
- Hosted by the Library, Managed by the Vendor
- Software as a Service (SaaS)—Hosted and managed by the vendor

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# Understand your internal privacy situation

- IT security standards: network, servers, workstations (staff and public), encryption, passwords
- Library policies and procedures
- Staff training



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Vendors:

Questions to Ask

Points to Negotiate


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What patron data will the vendor collect?

How will patron data be used?

How will it be secured?


Will it be shared with third parties?

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How good are the vendor's internal privacy practices?

What national/international standards do they meet?

- FedRAMP
- SOC 2
- PCI
- ISO 27001
- U.S. NIST SP 800-53

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Will the vendor need access to your servers? Is their process secure?

Will all data transmitted among the vendor, the library and your patrons be encrypted?



Who owns your data?

What about the content your patrons create?

What happens to the data when the contract ends?


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How will the vendor handle law enforcement requests?

What happens if there is a data breach?

# Trends...



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“Our decision also takes into consideration the protection of our patrons’ privacy from third-party data mining. MDPLS Axis 360 service does not require you to create a separate account with a third party...You simply download the app, authenticate your library card number and PIN, and start reading or listening...In contrast, OverDrive requires you to create a separate account directly with them in addition to your library account.”

Miami Dade Public Library System website, quoted in **Protecting Patron Privacy: A LITA Guide**, pp78-79





# Changing State Privacy of Library Records Statutes

California, 2012; Missouri 2015

All patron use records of any library which is in whole or in part supported by public funds shall remain confidential and shall not be disclosed by a public agency, ***or private actor that maintains or stores patron use records on behalf of a public agency***, to any person , local agency, or state agency.

# Social Media

Jeanne Crisp  
Cindy Gibbon



## In 2006, MCL patrons wanted:

- Ability to save a list of titles, rather than a list of searches
- More reading suggestions, including staff PICs
- A personal connection through technology (libraryelf.com, RLS feeds and go go Google gadget, RSS feeds mentioned)
- Ability to chat with people at their local library online; to make comments, respond to blogs, create reviews and see others' reviews and suggestions



**EDNA**

*Creole soul, southwestern spirit and ...*

**YOUR PERSONAL EXPERT**

**My Librarian**

*Custom reading suggestions*

[multcolib.org](http://multcolib.org)



## *Privacy & Social Media Concerns*

*I recommend you warn your testers of the privacy issues. Perhaps they would like to read *Data and Goliath* before BiblioCommons gets their information. Perhaps they would like to view the movie *Snowden*, released on DVD this week, before handing over their information... I'd rather deal with *Sno-Isle* than with some corporation in Toronto.*

\*\*\*\*\*

Our personal information obviously has value if companies like AT&T can sell it, especially to advertisers who seek to understand our behavior and market products to us, with or without our consent. We should at least be allowed to profit from our own information ourselves! It's also becoming clear such information is being used in attempts to manipulate our opinions when it comes time to vote.

\*\*\*\*\*

*I don't like the idea of this being yet another social media site where I can keep up with what others are reading or recommending. This is where I look items up and reserve them at my library, not where I would come to be social.*



## *Privacy & Social Media Concerns, continued*

Our customers value the degree of privacy that is possible when using the SIL website resources. Privacy settings should not be wide open upon entering BiblioCommons, but set at highest level of privacy initially so that the customer can then opt to become more 'visible' when interacting with catalog, etc.

\*\*\*\*\*

*I do not like your new software at all. I have no social media outside of the library and I surely don't want any inside the library. Sharing my areas of interest or my profile? Really?... Unless you're doing that on purpose so as to cultivate the FaceBookish new flavor of your software by automatically increasing the level of "sharing" going on between all your users, you should immediately make all defaults in your entire system private. So now it leaves me wondering...what else is not private in your new software that I need to be aware of?*



## Key Points

Opt-in vs Opt-out

Users should be told, clearly and up front, about privacy settings

# Privacy Policies

Jeanne Crisp, Cindy Gibbon





# Privacy Policy Resources

- [ALA Privacy Toolkit](#)
- **Library Technology Reports**, May/June 2016  
*“Issues and Technologies Related to Privacy and Security”*
- [The Path to a Creating a New Privacy Policy: NYPL’s story](#)  
ALA Intellectual Freedom Blog, May 1, 2017



# Library Privacy Policies

King County Library System

<https://kcls.org/news/patron-confidentiality-and-privacy-policy/>

Multnomah County Library

<https://multcolib.org/privacy-and-confidentiality-library-records>

New York Public Library

<https://www.nypl.org/help/about-nypl/legal-notices/privacy-policy>

North Olympic Library System

<http://local.nols.org/Docs/Policies/5-1-Privacy-Policy-08-25-16.pdf>

Puyallup Public Library

<http://www.puyalluplibrary.org/DocumentCenter/View/2897>

Seattle Public Library

<https://www.spl.org/about-the-library/library-use-policies/confidentiality-of-patron-information>

Sno-Isle Libraries

<https://www.sno-isle.org/privacy>

Timberland Regional Library

<http://www.trl.org/About/BoardPolicies/Confidentiality%20of%20Library%20Records%20Policy.pdf>

Washington State Library

<https://www.sos.wa.gov/office/privacy.aspx>

# Five Privacy Principles

- Notice / Awareness
- Choice / Consent
- Access / Participation
- Integrity / Security
- Enforcement / Redress

# The Privacy Audit

- What records do we have?
- Where do we keep them?
- How do we use them?
- How often do we delete them?
- Who is responsible?
- How secure are they?
- Same questions for vendors

- Your state law
- Assistance from legal counsel
- Law enforcement and public records requests
- Rule violations and criminal acts

- Opting In versus Opting Out
- Cookies
- Server logs
- IP addresses
- Oh my

# Third Party Vendors

- Your expectations
- Their privacy policies

# New marketing tools

- Does your library use new tools like Savannah to understand patron behavior?
- Do you market library services to patrons based on aggregated data?
- Does your privacy policy address these uses of patron data?



# Readability is an issue

Organization	Flesch Reading Ease	Flesch-Kincaid Grade Level
BiblioCommons	40.1	12.4
Hoopla	34.9	13.2
King County Library System	33.5	13.6
OverDrive	34.0	13.4
Multnomah County Library	31.8	14.4
New York Public Library	36.7	13.5
North Olympic Library System	19.9	16.3
Seattle Public Library	27.5	14.6
Sno-Isle Libraries	19.4	16.5
Tacoma Public Library	30.2	16.0
Washington State Library	29.5	14.7
Zinio (Recorded Books)	40.9	12.9

**Flesch Reading Ease:** The higher the score on the Reading Ease test, the easier the document is thought to be to read. If your document is at least 60, it should be relatively easy to read, although you can aim for higher scores if increased readability is important to you.

**Flesch-Kincaid Grade Level:** The grade level is equivalent to the reading level of students. An 8, for example, would mean that the material is appropriate for an 8th grader. If you hit somewhere between 7 and 8, it should be very readable for the majority of people.

# Activity

Find a partner and evaluate a privacy policy of your choice based on the Five Privacy Principles.

# Thank You!

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[cindyg@multcolib.org](mailto:cindyg@multcolib.org)



# Data Flows



# Themes

- Historical and community context for data transfers
- The library context: library values
- Privacy Principles for a connected Library
- Exploring data flow
- Privacy FAQs
- Privacy standards for library services?



# Contexts



Library services  
have always been  
powered by data

92. J12j	JAMES	1681
COURAGEOUS HEART		
Feb 11 '58 Glyn Moore		
DATE	ISSUED TO	
01 '47	Elwin Glaze 11-5	
0 17 '47	Charlene ? 1	
L 2347	Charlene ? 1	
0 27 '47	Charlene ? 1	
AUG 27 '47	Shirley Watts 7-9 Little	
<del>F 2 '48</del>	<del>Plus Prossley 8-10</del>	
DEC 9 '48	Charlie Hunter 7-2	
DEC 16 '48	Charlie Hunter 7-2	
SE 22 '49	Jimmie Evans 7-1	
NO 10 '50	Ruth Moore 7-4 Edward Robbitt	
Library Bureau	Cat. No. 1681	



Increasingly,  
Americans are  
choosing to share  
data online

▶ **79% of online adults (68% of all Americans) use Facebook**

*% of online adults who use Facebook*

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER



Increasingly,  
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Especially the young

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All online adults	79%
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18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

Increasingly,  
Americans are  
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data online.  
Especially the young  
And the poor.

▶ **79% of online adults (68% of all Americans) use Facebook**

*% of online adults who use Facebook*

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Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

We know our  
patrons use these  
services

**facebook**

goodreads

**amazon**

How should  
libraries respond?

**facebook**

goodreads

**amazon**

# Libraries have strong foundations



facebook

goodreads

amazon

**ALA** American Library Association

**Intellectual Freedom**

● **Library Bill of Rights**



# Library Bill of Rights

“Privacy is essential to the exercise of free speech, free thought, and free association.”

facebook

goodreads

amazon

# The risk of a narrow interpretation



“Confidentiality exists when a library is in possession of personally identifiable information ... and **keeps that information private on their behalf.**”

- from *An Interpretation of the Library Bill of Rights*

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Goodreads logo, consisting of the word "goodreads" in a lowercase, sans-serif font on a light beige rectangular background.The Amazon logo, consisting of the word "amazon" in a bold, lowercase, sans-serif font with a curved orange arrow underneath it.

# One goal

- The right to choose what we share

facebook

goodreads

amazon



# One goal among many

- The right to choose what we share
- Free expression
- Motivating readers
- Meaning making
- Inclusion
- Community
- Digital literacy & privacy literacy

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Goodreads logo, featuring the word "goodreads" in a lowercase, sans-serif font on a light beige rectangular background.The Amazon logo, with the word "amazon" in a bold, lowercase, sans-serif font, and a curved orange arrow underneath that points from the letter 'a' to the letter 'z'.

A vertical strip of stained glass with various colors including blue, green, orange, purple, and yellow, separated by black lines.

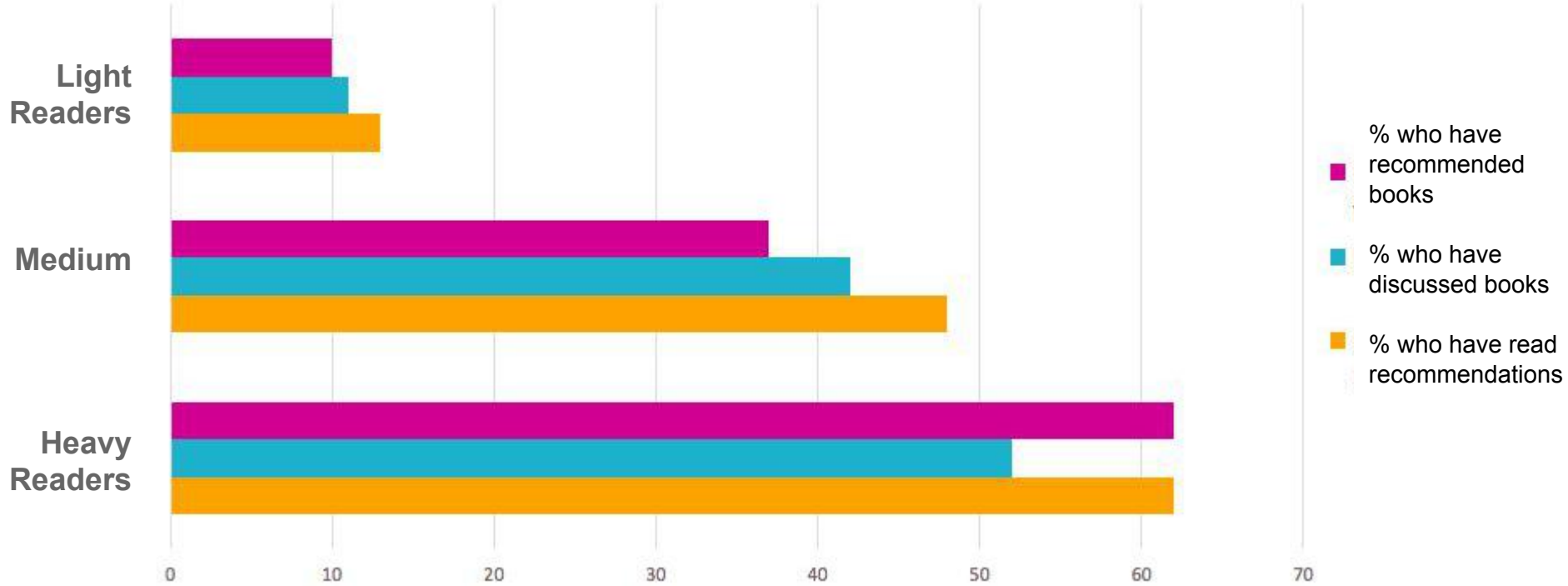
# The library context

Delivering against library values



# The right to choose

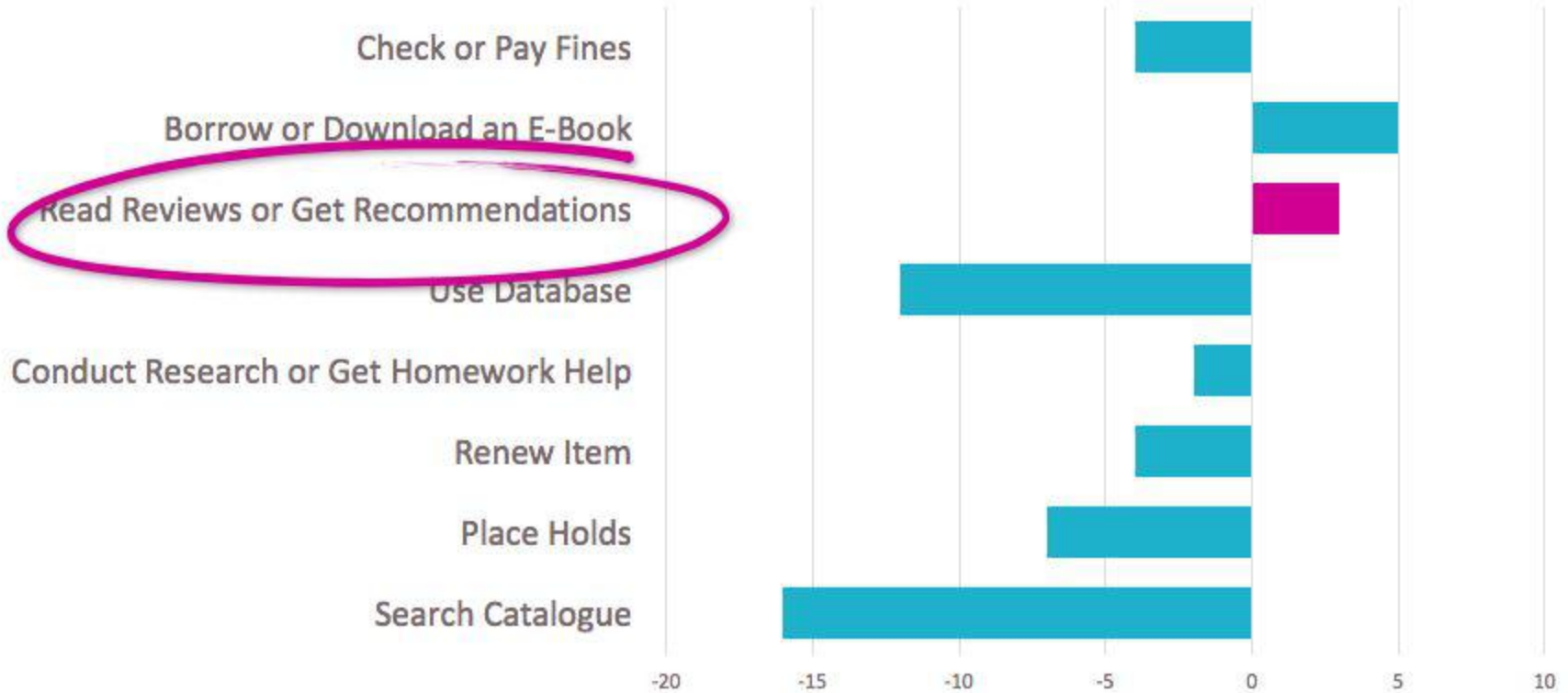
## Heavy readers are social readers



Source: Pew Research Center

# The right to choose

## Change in Library Website Use, 2012-2015



Source: Pew Research Center

# The right to choose

## “Letting” me share

As a voracious and well-educated reader just entering the twilight of my life, the **opportunity to share** hard won wisdom obtained through books and hard experience with younger adults and teens, makes life richer for me, and hopefully for others through me. Thank you for yet one more opportunity to communicate

I love this new site. LOVE the community feature. So happy I'm actually tweeting you. But **booklovers love to share** and I've always wished I could leave comments for my fellow patrons. So very excited.

I would say this website is the best. It **lets me share** my ideas. Thanks for making this possible

It's not about showing how smart or how witty you are. It's that if enough people say a book is good, maybe people will read it,' he explains. 'It really **feels like holy work, talking about good books.**

# Motivating readers

## Peer affirmation is key

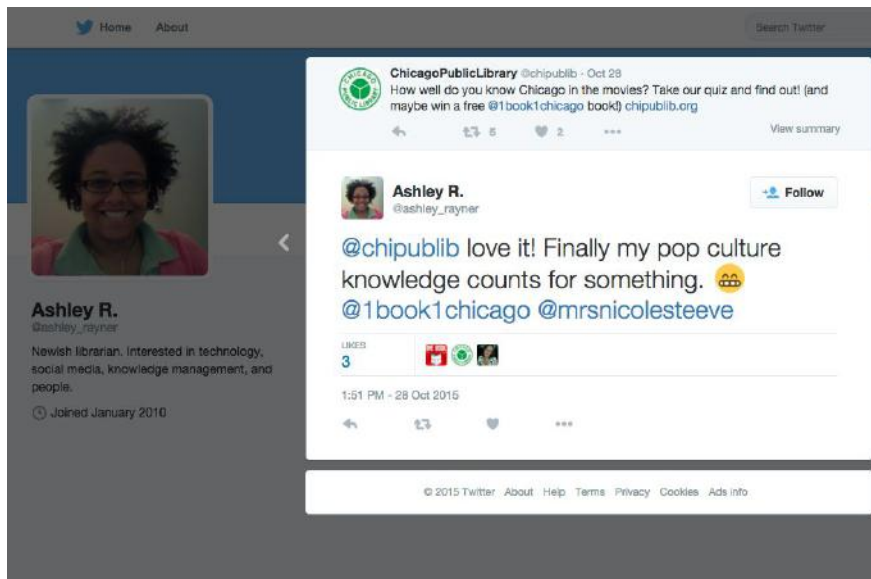
The perception of peer support is positively related with school outcomes and adjustment  
(Buhs & Ladd, 2001)

academic motivation  
(Altermatt & Pomerantz, 2003; Furrer & Skinner, 2003; Wentzel, McNamara-Barry, & Caldwell, 2004)

and prosocial behaviours  
(Wentzel, 2004)

Young people who are encouraged to read by their friends a lot are nearly twice as likely to enjoy reading and are nearly three times more likely to say that they think reading is 'cool'.

# Forming identity



The screenshot shows a Twitter interface. On the left is the profile of Ashley R. (@ashley\_rayner), a Newish librarian. The main content is a tweet from ChicagoPublicLibrary (@chipublib) dated Oct 28, which promotes a quiz about Chicago in movies. Below it is a reply from Ashley R. (@ashley\_rayner) expressing excitement and tagging @chipublib, @1book1chicago, and @mrsnicolesteeve.

ChicagoPublicLibrary @chipublib · Oct 28  
How well do you know Chicago in the movies? Take our quiz and find out! (and maybe win a free @1book1chicago book!) chipublib.org

Ashley R. @ashley\_rayner  
@chipublib love it! Finally my pop culture knowledge counts for something. 🙌  
@1book1chicago @mrsnicolesteeve

# Inclusion



◀ Working on the "pipeline problem" in librarianship

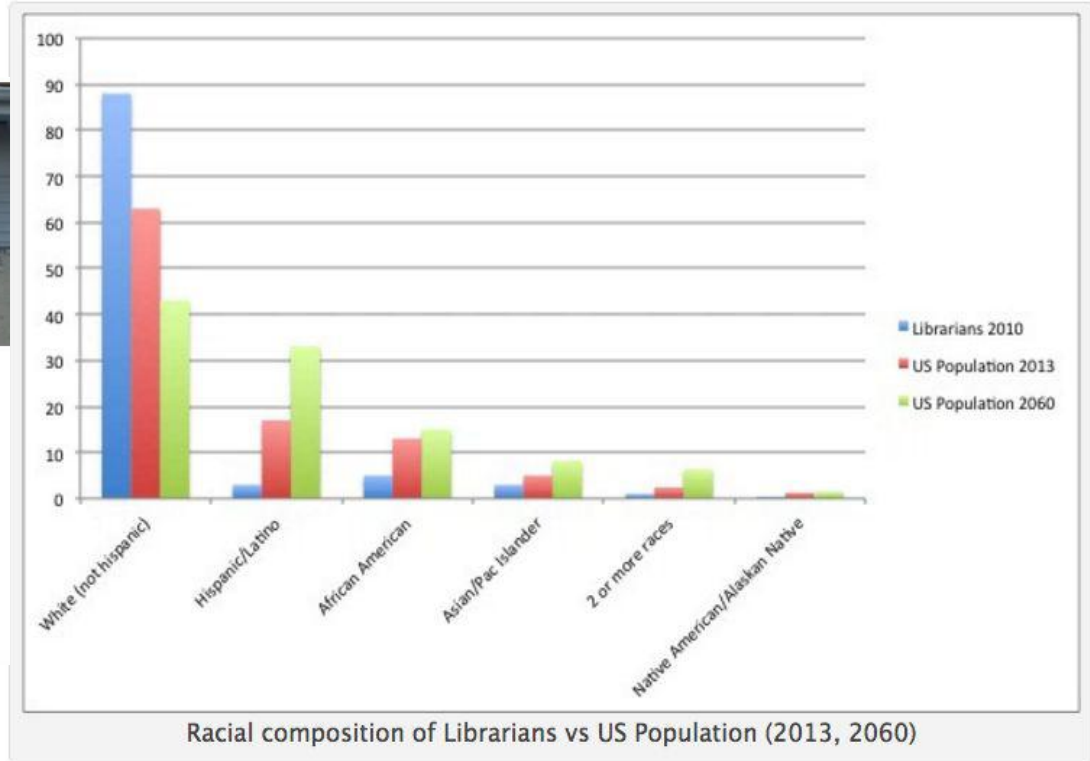
Some research on gender, technology, stereotypes and culture ▶

## The unbearable whiteness of librarianship

Published March 3, 2014 Library stuff 39 Comments

Tags: diversity, librarians, race, social justice

Yep, I'm still harping on that theme of the stark lack of diversity in librarianship. For a profession that claims Diversity as a core value and declares that "We value our nation's diversity and strive to reflect that diversity by providing a full spectrum of resources and services to the communities we serve" to be so lacking in diversity is





# Inclusion

## Gender, Race, and Age of Librarians and Users Have an Impact on the Perceived Approachability of Librarians

*Dominique Daniel*

### Abstract

**Objective** – To assess how the age, gender, and race characteristics of library users affect their perceptions of the approachability of reference librarians with similar or different demographic characteristics.

**Design** – Image rating survey.

**Setting** – Large, three-campus university system in the United States.

**Subjects** – There were 449 students, staff, and faculty of different ages, gender, and race.

**Methods** – In an online survey respondents were presented with images of hypothetical librarians and asked to evaluate their approachability, using a scale from 1 to 10. The images showed librarians with neutral emotional expressions against a standardized, neutral background. The librarians' age, gender, and race were systematically varied. Only White, African American, and Asian American librarians were shown. Afterwards respondents were asked to identify their own age, gender, race, and status.

**Main Results** – Respondents perceived female librarians as more approachable than male librarians, maybe due to expectations caused by the female librarian stereotype. They found librarians of their own age group more approachable. African American respondents scored African American librarians as more approachable, whereas Whites expressed no significant variation when rating the approachability of librarians of different races. Thus, African Americans demonstrated strong in-group bias but Whites manifested colour blindness – possibly a strategy to avoid the appearance of racial bias. Asian Americans rated African American librarians lower than White librarians.

**Conclusion** – This study demonstrates that visible demographic characteristics matter in people's first impressions of librarians. Findings confirm that diversity initiatives are needed in academic libraries to ensure that all users feel welcome and are encouraged to approach librarians. Regarding gender, programs that deflate the female librarian stereotype may help improve the approachability image of male librarians. Academic libraries should staff the reference desk with individuals covering a wide range of ages, including college-aged interns, whom traditional age students find most approachable.

# Inclusion



Sep 04, 2017



A1lma9

Wow! The movie was very powerful. Can't wait to read the book and the extras.

♡ Like



Aug 03, 2015



papagator

Magnificently disturbing! Powerful and maybe a bit predictable-*nah* the ability to laugh with the cast at times but shook my head at the unsettling dilemma this child had to endure. "Precious" is an overweight 16-year-old illiterate black girl that lives in Harlem with her welfare-dependent, abusive mother. She has one autistic daughter (who lives with her grandmother) and is pregnant with another child, both from her mother's boyfriend, who is also her father.

♡ Like



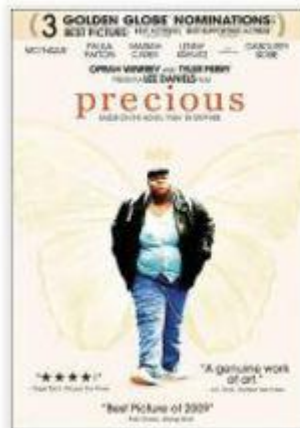
Jan 20, 2015



readyrisa

Stunning performances - great film.

♡ Like



## Precious

DVD - 2010

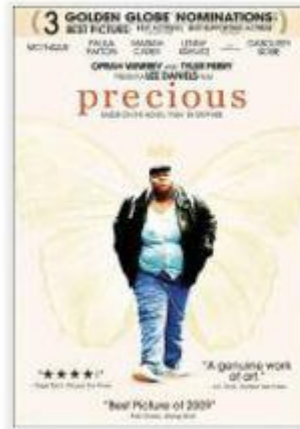


36 11 5 ...

Rate this:

Print Share

# Inclusion



## Precious

DVD - 2010

★★★★☆ 36 ⚠ 11 📺 5 ...

Rate this: ☆☆☆☆☆

🖨 Print 📄 Share



Jul 20, 2014



TRANNY\_CLONES

Whatever the political agendas of Oprah Winfrey and Tyler Perry are for this movie,i don't like it and don't respect it.This movie is probably Oprah's justification for why she is the sellout she is today period.Yes it is well acted (especially by Monique) but i feel like it really throws poor black people in real life that's been in poverty all of their lives under the bus.This really makes poor black people in real life look worse than they already are period.It's time for poor black people in real life to catch a break so to speak,~~not more insults to their injuries.What this film should have accomplished but clearly didn't~~ is the encouragement and eventual reality of black people of all backgrounds coming together and loving one another worldwide period,but i digress!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

👍 Like 🚩 📄

# Digital Literacy



As an aging member, who is not a big fan of change, I complained when you redesigned your website. I am now applauding the change and am thoroughly embarrassed over my selfishness. I use the new site to its max, creating lists and following members lists for future viewing. In your earlier response to my original complaint, you said give it time, you'll get used to it. Truer words have been spoken, so thank you for that and I apologise for my ranting in the past

User data can help  
libraries improve  
service design



# Library goals

- The right to choose what we share
- Free expression
- Motivating readers
- Meaning making
- Inclusion
- Community
- Digital literacy & privacy literacy
- Service analytics

We need principles  
that allow us to

1. Serve our patrons, and
2. Uphold library values



A vertical strip of stained glass with various colors including blue, green, orange, purple, and yellow, separated by black lines.

# Privacy Principles for a Connected Library





# Privacy Principles

1. **Purpose** -- articulate the purposes for which user data may be collected.
2. **Consent** -- gain user consent for the collection, use, or disclosure of user data.
3. **Choice** -- allow users to choose services they enable with their data.
4. **Control** -- give users the ability to view, correct and modify their personal data.
5. **Transparency** -- make specific information about the collection and handling of personal information and user-created content easy to access.
6. **Limiting Collection** -- the collection of personal information is limited to that which is necessary for the purposes identified.
7. **Limiting Disclosure** -- personal information is not used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law.
8. **Security** -- security safeguards appropriate to the sensitivity of the information are utilized.
9. **Responsiveness** -- users can expect a response from the designated Privacy Officer to questions regarding compliance with the above principles.
10. **Chain of Accountability** -- organizations must accept responsibility for personal information under their control, and require the same accountability from their service providers.

# 5 Foundational Principles

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**Purpose**

**Consent**

**Choice**

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# 5 Operational Principles

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# 5 Operational Principles


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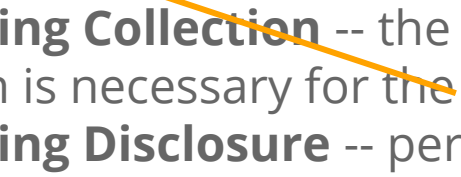
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# 5 Operational Principles

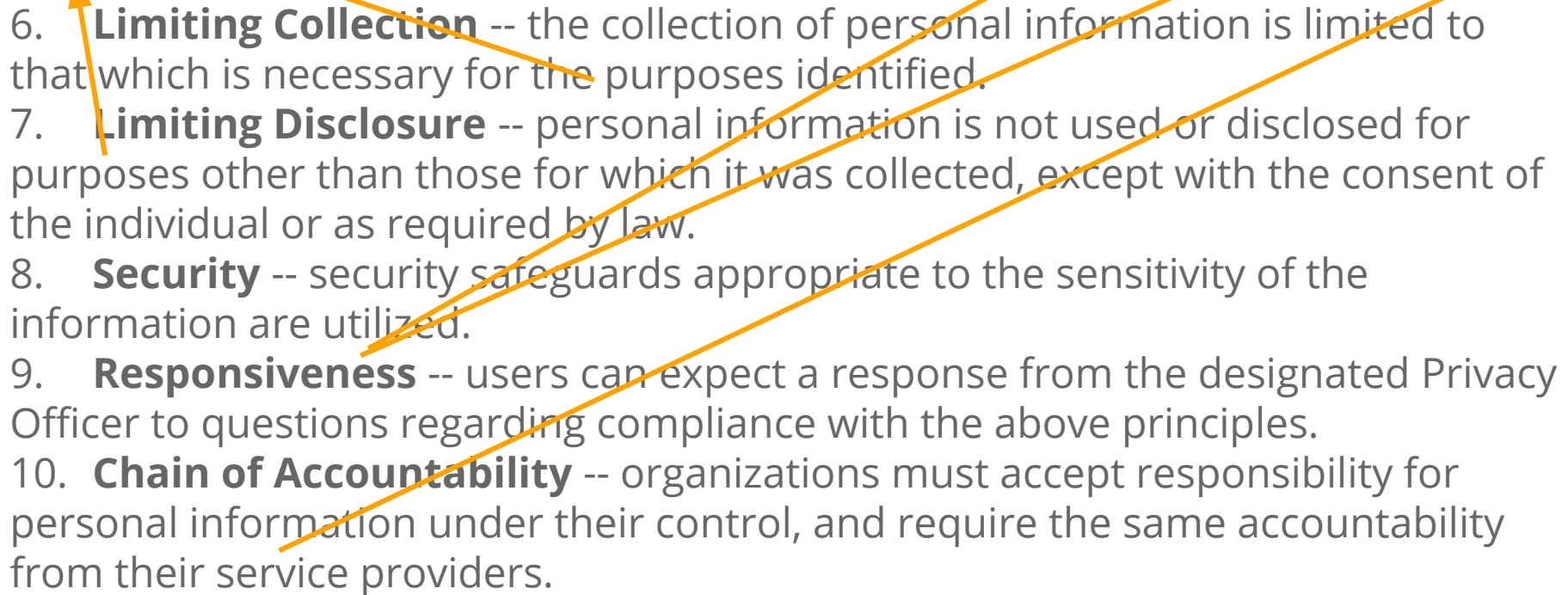
**Purpose**

**Consent**

**Choice**

**Control**

**Transparency**

6. **Limiting Collection** -- the collection of personal information is limited to that which is necessary for the purposes identified.
  7. **Limiting Disclosure** -- personal information is not used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law.
  8. **Security** -- security safeguards appropriate to the sensitivity of the information are utilized.
  9. **Responsiveness** -- users can expect a response from the designated Privacy Officer to questions regarding compliance with the above principles.
  10. **Chain of Accountability** -- organizations must accept responsibility for personal information under their control, and require the same accountability from their service providers.
- 



1. **Purpose** -- articulate the purpose of the data collection
2. **Consent** -- user consent is required
3. **Choice** -- allow users to manage their data
4. **Control** -- users must be able to control their data
5. **Transparency** -- specific information about data collection and user-created content
6. **Limiting Collection** -- the collection of data must be necessary for the purposes identified
7. **Limiting Disclosure** -- personal information must be disclosed only to those for which it was collected
8. **Security** -- security safeguards must be in place
9. **Responsiveness** -- users must be able to ask questions regarding compliance
10. **Chain of Accountability** -- data collection must be under their control, and require

# Purpose

Patron data is for patron services:

- Direct services -- patron-requested services
- Indirect services -- service design and measurement



1. **Purpose** -- articulate the p
2. **Consent** -- user consent is ◀
3. **Choice** -- allow users to m
4. **Control** -- users must be a
5. **Transparency** -- specific i  
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under their control, and require



# Consent



# Control

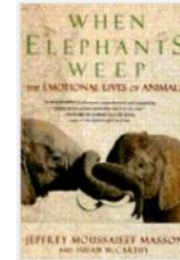
What and why

- No data required to enter and read
- Some data is needed to process basic transactions in the ILS
- More data allows patrons to keep personal records and share reviews

1. **Purpose** -- articulate the purpose
  2. **Consent** -- user consent is required
  3. **Choice** -- allow users to make choices
  4. **Control** -- users must be able to control their data 
  5. **Transparency** -- specific information about data collection, use, and user-created content
  6. **Limiting Collection** -- the amount of data collected should be necessary for the purposes identified
  7. **Limiting Disclosure** -- personal data should be shared only for those for which it was collected
  8. **Security** -- security safeguards should be in place
  9. **Responsiveness** -- users should be able to ask questions regarding compliance
  10. **Chain of Accountability** -- data should be under their control, and require
- 

# Control

A spectrum of engagement is offered to the user



## When Elephants Weep

The Emotional Lives of Animals  
Masson, J. Moussaleff

Book - 1995

★★★★☆ 2

Rate this: ☆☆☆☆☆

Print Share



Oct 04, 2017

**B** bayernjess

I read this book years ago and I'll never forget it,

← Little mediating technology

More mediating technology →

# Control

What and why



- No data required to enter and read
- Some data is needed to process basic transactions in the ILS
- More data allows patrons to keep personal records and share reviews

1. **Purpose** -- articulate the purpose of the data collection
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# Transparency

 *Scale* has been added to your [For Later](#) shelf and shared. [Hours](#) [Locations](#) 

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 **Scale**  
The Universal Laws of Growth, Innovation

All copies in

# Collection

1. **Purpose** -- articulate the p
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questions regarding complianc
10. **Chain of Accountability** --  
under their control, and require

Tailored to

- Purpose
- Consent



# Disclosure

1. **Purpose** -- articulate the purpose
2. **Consent** -- user consent is required
3. **Choice** -- allow users to manage their preferences
4. **Control** -- users must be able to control their data
5. **Transparency** -- specific information about data collection, use, and user-created content
6. **Limiting Collection** -- the collection of data should be limited to what is necessary for the purposes identified
7. **Limiting Disclosure** -- personal data should be disclosed only to those for whom it was collected
8. **Security** -- security safeguards should be implemented
9. **Responsiveness** -- users should be able to ask questions regarding compliance
10. **Chain of Accountability** -- data should be kept under their control, and require

Tailored to

- Purpose
- Consent





# Accountability

## 4.4 Marketing.

Where it is in accordance with your marketing preferences, we may use your Personal Data to contact you in the future for our marketing and advertising purposes, including without limitation, to inform you about services or events we believe might be of interest to you, to develop promotional or marketing materials and provide those materials to you, and to display content and advertising on or off the Services that we believe might be of interest to you. In particular, Organizers should note that we may use information we receive or collect regarding Attendees (including without limitation via an Organizer's event registration page) in accordance with the terms of this Privacy Policy, including in the manner set forth above.

OverDrive also uses Google AdWords for remarketing. For more information on Google AdWords, please visit <https://www.google.com/adwords/>.

# Data flows



# What Data Affects Patron Privacy?

Personally-identifying information

# What Data Affects Patron Privacy?

Personally-identifying information

+

Related activity

# Data elements used by BiblioCommons

## ILS data

name

library barcode

patron ID

PIN

email address

~~day~~, month and year of birth

mailing address

phone number

lending transactions

recently returned titles

Search queries

Search results

IP address

# Data elements used by BiblioCommons

## ILS data

name  
library barcode  
patron ID  
PIN  
email address  
day, month and year of birth  
mailing address  
phone number  
lending transactions  
recently returned titles  
search queries  
search results  
IP address

## Additional data created by BiblioCommons

library affiliation  
BCID  
user name  
user content that is shared  
user content that is marked private

# http://sno-isle.org

4 Trackers

found on

sno-isle.org



 Trust Site

 Restrict Site

Pause Ghostery

## Trackers

 Site Analytics  
1 Tracker

Google Analytics

 Social Media  
1 Tracker

Pinterest

 Essential  
1 Tracker

Google Tag Manager

 Customer Interaction  
1 Tracker

Google Translate

# https://amazon.com

17 Trackers

found on

www.amazon.com



5.43 Seconds

 Trust Site

 Restrict Site

Pause Ghostery

Trackers

 Advertising  
15 Trackers

Google Adwords User Lists

Google Dynamic Remarketing

Index Exchange (Formerly ...

Krux Digital

OpenX

PubMatic

PulsePoint

SpotXchange

 Site Analytics  
2 Trackers

+

Analytics



# https://sno-isle.bibliocommons.com/

4 Trackers

found on

sno-isle.bibliocommons.com



1.96 Seconds

 Trust Site

 Restrict Site

Pause Ghostery

## Trackers

 Site Analytics  
2 Trackers

Crazy Egg

Google Analytics

 Social Media  
1 Tracker

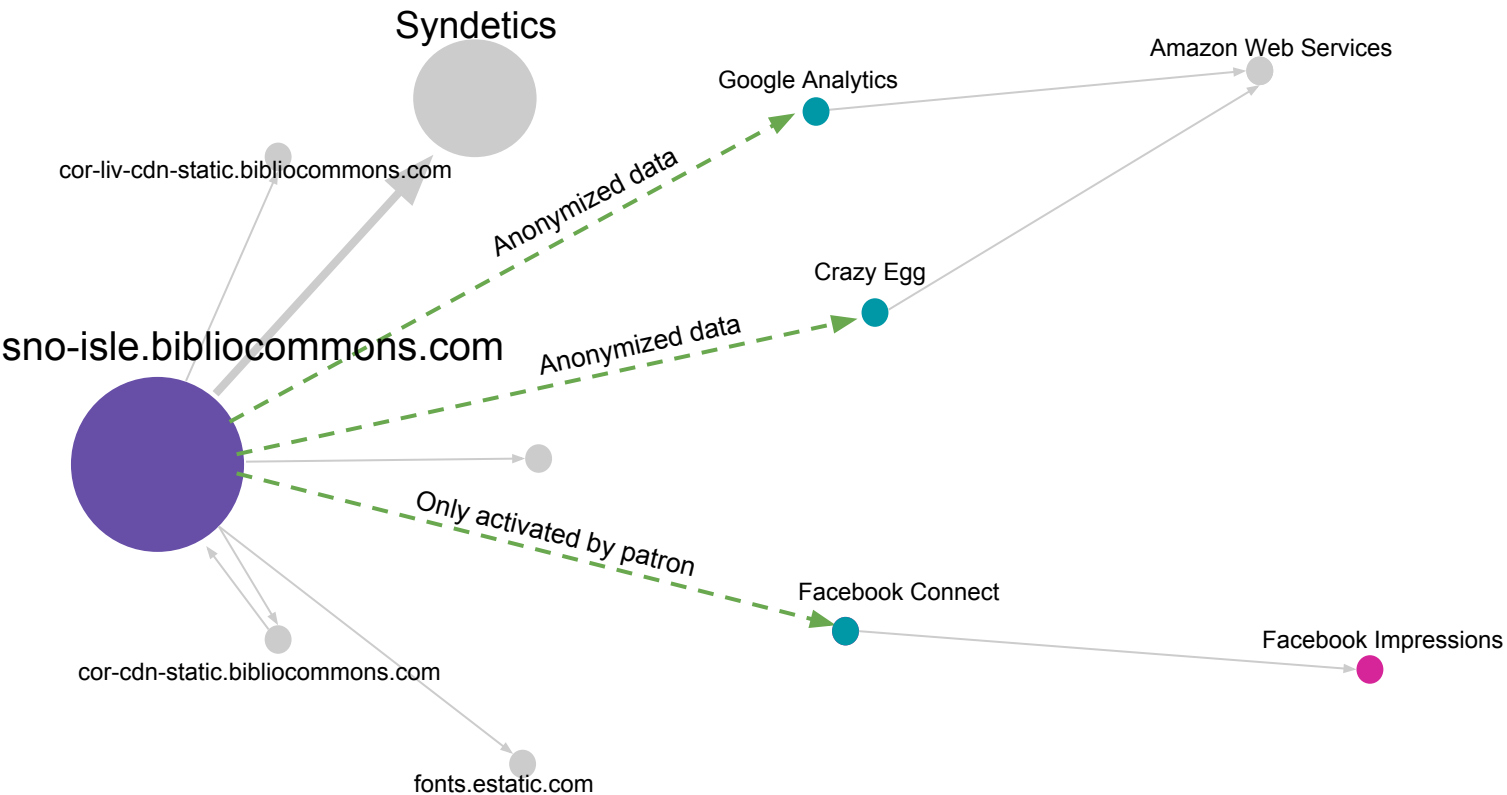
Facebook Connect

 Advertising  
1 Tracker

Facebook Impressions

# The web of data

<https://sno-isle.bibliocommons.com>



# Privacy FAQs



# Privacy FAQs

- 1) If I want to buy a new car and I search my library's online catalog for a book or article on the safest minivans, will I then get ads for cars when I'm on Facebook, doing my online Sudoku, etc.?
- 2) If the library collects IP data, doesn't that mean it can trace actions back to me, personally, based on the personal device I was using? What about if I was on a computer at the library, could someone figure out using that IP data, combined with the computer booking system data, what I was researching?
- 3) If there's a "like" or "share" link embedded on my library's website pages, and I share information to my Facebook account about an upcoming library program on knitting, does Facebook now know that I am interested in knitting so that I'll start seeing targeted ads?
- 4) How much of my personal information can content vendors "see." How can I be sure that one of these content vendors won't sell my personal information or use it for a purpose other than providing me library services?

# Questions for Vendors

1. **Purpose** -- what personal data is collected and what is it used for?
2. **Consent** -- how is consent obtained?
3. **Choice** -- can users to make choices about the services that are enabled with their data?
4. **Control** -- can users view, correct and modify their personal data?
5. **Transparency** -- how will users find information about the collection and handling of personal information?
6. **Limiting Collection** -- is the collection of personal information is limited to that which is necessary for the purposes identified?
7. **Limiting Disclosure** -- is personal information used or disclosed for purposes other than those for which it was collected?
8. **Security** -- are security safeguards appropriate to the sensitivity of the information utilized?
9. **Responsiveness** -- can users expect a response from the designated Privacy Officer to questions regarding compliance with the above principles?
10. **Chain of Accountability** -- does the vendor accept responsibility for personal information under their control, and require the same accountability from their service providers?



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