

Poplar Bluff Municipal Library Privacy Policy

This Privacy Policy governs the manner in which Poplar Bluff Municipal Library District (PBMLD) collects, uses, maintains, and discloses information collected from users (each, a “User”) of the PBMLD website (www.poplarbluff.org) and app. This privacy policy applies to the Site and all products and services offered by PBMLD.

Your right to privacy

PBMLD is committed to protecting your privacy by keeping personally identifiable information confidential.

Missouri state law protects your library records from disclosure to third parties, except in response to an order issued by a court of competent jurisdiction upon a finding that the disclosure of such record is necessary to protect the public safety or to prosecute a crime. Library records include any document, record, or other method of storing information retained, received or generated by a library that identifies a person or persons as having requested, used, or borrowed library material, and all other records identifying the names of library users. . Although the library does everything we can to protect your privacy, there are times when we may be required by law to provide this information. Library records may be subject to disclosure to law enforcement officials under provisions of Missouri state law, the USA PATRIOT Act, or any other federal law. Library staff may be forbidden from reporting to you that your records have been requested or obtained under provisions of the USA PATRIOT Act.

Please ask a staff member if you have questions about this policy and/or your rights to privacy in the library. We’re here to help.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, subscribe to the newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer, and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

Our Site may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

PBMLD may collect and use Users personal information for the following purposes:

- *To improve customer service*—The information Users provide helps PBMLD respond to customer service requests and support needs more efficiently.
- *To personalize user experience*—PBMLD may use information in the aggregate to understand how Users as a group use the services and resources provided on our Site.
- *To improve our Site*—PBMLD may use the feedback Users provide to improve products and services.
- *To run a promotion, contest, survey, or other Site feature*—To send Users information they agreed to receive about topics that may be of interest to them.
- *To send periodic emails*—PBMLD may use the email address to respond to inquiries, questions, and/or other requests. If Users opt-in to the mailing list, they will receive emails that may include Library news, updates, related product or service information, etc. If at any time Users would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

How we protect your information

PBMLD adopts appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our Site.

Sharing your personal information

PBMLD does not sell, trade, or rent Users personal identification information to others. PBMLD may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners and trusted affiliates for the purposes outlined above.

Third-party vendors and your data

PBMLD uses third-party vendors to provide digital content, including ebooks, digital audiobooks, movies, music, online resources, and more. Some of these vendors may collect and share the personally identifiable information you choose to provide them to use their services. You can choose not to use these third-party vendors.

PBMLD's Privacy Policy does not apply to the third-party vendors we use. We suggest you review the privacy statements for individual third-party vendors to decide if you agree to their terms.

Non-Discrimination Statement

Poplar Bluff Municipal Library District is an equal employment opportunity employer. It also complies with all federal, state and local laws protecting job applicants, employees, volunteers, presenters, and library users by prohibiting discrimination based on race, color, religion, sex (including gender identity, sexual orientation, and pregnancy), national origin, age (40 or older), disability, or genetic information.

Approved Board of Trustees August 5, 2024