

ARLINGTON HEIGHTS PARK DISTRICT

POLICY MANUAL

CHAPTER II. BOARD AND ADMINISTRATION

9.00 Website Privacy Policy

9.01 Purpose

The privacy policy explains how the Arlington Heights Park District collects, uses, and protects information shared by website users.

9.02 Information Collected

The Arlington Heights Park District may collect the following information:

- A. Name and phone number
- B. Contact information, including email address
- C. Demographic information, such as zip code, preferences, and interests
- D. Other information relevant to surveys and/or offers
- E. With the user's permission, a small file, called a cookie, may be placed on the user's hard drive in order to customize operations. The cookie helps analyze web traffic and stores user's site preferences.

9.03 Use of Information

AHPD solicits information to understand website users' needs and to provide better service.

The following reasons explain how this information is used:

- A. Internal record keeping
- B. Information is used to improve programs and services
- C. AHPD may send promotional email about the following:
  - a. New programs
  - b. Special AHPD offers
  - c. Offers from sponsors or partners
  - d. Other information of interest to users

- D. AHPD may use information to contact users by email, phone, or mail
- E. AHPD may use information to customize E-newsletters, electronic alerts, or other notifications of interest to users
- F. AHPD will not provide users' information to third party partners for marketing or promotional purposes.
- G. AHPD will never sell, distribute, or lease users' information to third parties unless permission has been granted or required by law.

#### 9.04 Security

AHPD is committed to ensuring the security of users' information. In order to prevent unauthorized access or disclosure, appropriate physical, electronic, and managerial procedures are in place to safeguard and secure the information collected online.

#### 9.05 Controlling Personal Information

- A. Users are able to choose to restrict collection or use of personal information in the following ways:
  - a. User may decline to fill in a website form by notifying AHPD by phone, email, or by submitting a *Contact Us* form.
  - b. Previous permission for use of personal information may be retracted at any time in writing or by email.

#### 9.06 Links to Other Websites

AHPD's website may contain links to other websites. AHPD does not have control over other websites and is not responsible for the protection and privacy of any information shared while visiting other websites not governed by this privacy policy. Users are advised to exercise caution and examine the privacy statements applicable to each website in question.