



Policy 1514 Website Privacy	Adopted: April 6, 2009	Approval: Denise Monaco
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## Policy 1514 - Website Privacy

This policy applies to all City websites listed in [www.vinelandcity.org/Departments.htm](http://www.vinelandcity.org/Departments.htm), and shall also include [www.vinelandbusiness.org/](http://www.vinelandbusiness.org/), [www.vinelandfire.org/](http://www.vinelandfire.org/) and [www.vldhealth.org/](http://www.vldhealth.org/). This policy addresses the collection, use and security of and access to information that may be obtained through the use of City websites. This policy covers the following topics:

- Information Collected and How it is Used
- Sending Personal Information
- Personal Information and Choice
- Privacy Warning
- Public Access to Information
- Cookies
- Security
- Disclaimer
- Contact Information

### **Information Collected and How it is Used**

1. An Internet domain (for example, “xcompany.com” for private Internet access account, or “yourschool.edu” for a university’s domain) and Partial IP address (an IP address is a number that is automatically assigned to a computer when on-line) from which access is gained to City websites.
2. The type of browser and operating system used to access City websites.
3. The date and time City websites are accessed.
4. The pages visited.
5. If linked to City websites from another website, the address of that website.

The City uses this information to help make its websites more useful to visitors, to learn about the number of visitors to its websites and the types of technology visitors use. The City does not track or record information about individuals and their visits.

### **Sending Personal Information**

A visitor may choose to provide the City with personal information, such as an e-mail to the Mayor, or by filling out a form with personal information and submitting it through City websites. The City uses such information to respond to the visitor’s message and provide the requested information. The City may share the visitor’s information with another City department, office or entity, or as otherwise required by law. However, the



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City does not create individual profiles with the visitor’s information or to give it to any private organization. The City does not collect information for commercial marketing.

**Personal Information and Choice**

A visitor may choose whether to provide personal information on-line.

“Personal information” is information about a natural person that is readily identifiable to that specific individual. Personal information includes such things as an individual’s name, address and phone number. A domain name or Internet protocol address is not considered personal information.

The City does not collect personal information about visitors unless it is voluntarily provided, such as by sending an e-mail, participating in a survey or completing an on-line form. Visitors may choose not to contact the City by e-mail, participate in a survey or provide any personal information using an online form. Choosing not participate in these activities will not impair the visitor’s ability to browse City websites and read or download any information provided.

**Privacy Warning**

E-mail is not a secure medium. Personal information sent via the Internet can be intercepted. Therefore, visitors should be aware of this possibility when sending messages that contain sensitive, personal information to City websites.

The City’s Information Systems (IS) Division does not intend to divulge information collected or information disclosed voluntarily, but may be required to do so pursuant to a request under the New Jersey Open Public Records Act or pursuant to any other applicable State or Federal law or court order.

If a visitor believes that personal information is being used for a purpose other than what was intended when submitted, the visitor may contact the IS Division for an explanation.

**Public Access to Information**

New Jersey laws exist to ensure that government is open and that the public has a right to access public records and information possessed by the City. At the same time, there are exceptions to the public’s right to access public records that serve various needs including the privacy of individuals. Exceptions are provided by both state and federal laws.



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All the information collected at City websites becomes public records, unless an exemption in law exists.

### **Cookies**

Cookies are simple text files stored on visitor's computer by websites to help identify users and enhance customer service. Cookies created by using City websites may contain personally identifying information such as user contact information consisting of name, address, phone number or e-mail address. The cookie feature is used only to store a randomly generated identifying tag on visitor's computer and does not compromise privacy or security.

### **Security**

The City, as developer and manager of its websites, has taken several steps to safeguard the integrity of its data and prevent unauthorized access to information maintained. These measures are designed and intended to prevent corruption of data, block unknown or unauthorized access to City systems and information, and to provide reasonable protection of private information in the City's possession.

### **Disclaimer**

City websites and materials may contain hypertext or links to other websites which are not owned, operated, controlled or reviewed by the State. These links are provided solely as a courtesy and convenience to the visitor. When visitors link to others websites, the visitor is no longer on City websites and this policy will not apply. When linking to other websites, visitors are subject to the privacy policy of that new website.

The City, its agencies, officers or employees exercise no control over the organizations, views, accuracy, copyright or trademark compliance or the legality of the material contained on those servers and do not sponsor, endorse or approve the information, content, products, materials, opinions or services contained on such external websites. The visitor proceeds to these external websites at their own risk. The City specifically disclaims any and all liability from damages which may result from accessing a third party website linked to City websites or from reliance upon any such information.

### **Contact Information**

For more information related to this policy, please contact the City's IS Director.