Murrieta Public Library Privacy Policy

Introduction

The Murrieta Public Library is committed to protecting the privacy and confidentiality of all users. This policy outlines how we collect, use, protect, and share personal information to ensure that Murrieta Public Library patrons can access our services without concern for their privacy.

This policy is guided by the principles of intellectual freedom, the ethics of librarianship, and applicable local, state, and federal laws. We uphold every patron's right to use the Murrieta Public Library without fear that their personal information or library usage data will be disclosed without consent, except as required by law.

By using the library's website, attending an event or program, accessing library resources, or using library technology and applications, patrons acknowledge this policy and the practices described herein, including the use of video surveillance and photography as outlined.

Information Collection

The Murrieta Public Library collects only the personal information necessary to provide and improve Library services. The types of data we may collect include:

- Library account information – Name, address, phone number, email address, date of birth, and library card number.
- Library transactions – Items checked out, holds, interlibrary loan requests, overdue items, and fines.
- Computer & Internet use – Library card number or guest pass used to access public computers and Wi-Fi logs (IP addresses are collected but are not linked to individuals).
- Program & event registration – Name and contact information when registering for programs, events, and meeting rooms.
- Communications with the library – Records of inquiries or requests submitted via email, phone, or in person.
- Website & digital services – Cookies and usage data may be collected to enhance website functionality and digital services but do not contain personally identifiable information.

Use of Cookies and Digital Privacy

Murrieta Public Library's website and digital platforms may use cookies to improve functionality and user experience. Cookies help:

- Authenticate users for access to digital resources.
- Customize website experiences based on user preferences.
- Collect anonymous statistical data on website usage.

Users may disable cookies in their browser settings, though this may limit access to certain library services.

How the Library Uses Your Data

Personal data is used solely for library-related functions, including:

- Managing user accounts, borrowing activity, and communication about library services.
- Improving library programs, services, and website functionality.
- Complying with legal and financial obligations (e.g., overdue fines, lost items).
- Notifying patrons of upcoming programs, service changes, or account-related updates.

Murrieta Public Library does not use patron data for commercial purposes or targeted advertising.

Text Notifications

If you opt in to receive text message notifications from the library, your mobile phone number will be used solely for the purpose of sending you texts related to your library account, library events, or emergency closures. Message and data rates may apply. You can opt out at any time by replying STOP to any library text message.

Email Communications

If you provide your email address when creating or updating your library account, it will be used to send account-related notifications such as due date reminders, hold notices, or password resets. With your consent, we may also send you occasional emails about library events, services, or surveys. You can opt out of promotional emails at any time by using the unsubscribe link provided in the message.

Data Sharing & Disclosure

The Murrieta Public Library does not sell, rent, or distribute personally identifiable information to third parties for marketing purposes. Personal information is only shared under the following circumstances:

- With authorized library vendors – Some third-party services, such as e-book providers and databases, require authentication. While only minimal necessary information is shared to grant access, patrons who use third-party services are subject to the privacy policies of those vendors, which may not reflect the policy of Murrieta Public Library.
- By legal requirement – If compelled by subpoena, warrant, court order, or other legally binding request, the library may be required to disclose personal information. We will consult legal counsel before compliance and, where legally allowed, will notify affected patrons.
- To protect library property & safety – In cases of suspected fraud, threats, or illegal activities, the library may cooperate with law enforcement while ensuring compliance with applicable privacy laws.

Data Security Measures

The library takes reasonable steps to ensure data security, including:

- Encrypting and protecting personal information stored in digital systems.
- Limiting access to patron data to authorized staff members only.
- Regularly purging or anonymizing old records that are no longer needed.
- Implementing strong password protections and secure access controls.

Despite these efforts, Murrieta Public Library cannot guarantee absolute security. Users should take precautions when using public computers or unsecured networks. Cardholders should inform the library immediately if their library card is lost or stolen, or they believe their card or card number is being used without permission.

Third Party Vendors

Murrieta Public Library uses third-party providers and technology to deliver services and content such as databases, streaming media collections, eBooks, and eAudiobooks, and communication about library programs, services and patron accounts. The library makes a reasonable effort to ensure that vendors conform to Murrieta Public Library Privacy Policy and will share information only as necessary to provide service on behalf of the library.

However, patrons should be aware that they may be providing personal information directly to a third party and that the use of their information is governed by the policies and terms of service of the vendor.

Third party vendors may collect and disclose patron information, including:

- Personally identifiable information that is provided when registering for the site or service, providing feedback or suggestions, or creating shared content.
- Other information that could be used to identify patrons, such as IP address, search history, location-based data and device ID.
- Non-personally identifiable information, including ad and page views, browser information, cookie data, analytics, date/time of request, demographic data, and hardware/software type.
- Other information as described in the vendor's privacy policy and terms of service.

By using these services, patrons acknowledge that the Murrieta Public Library is not responsible for how third parties collect and use their personal information. Patrons may always choose not to use third-party vendors or services if they do not accept their policies or terms of service.

Privacy & Minors

Murrieta Public Library respects the privacy of all users, regardless of age. In accordance with California state law, the library does not knowingly collect or share information about minors without consent from their parent or legal guardian.

Parental consent will be obtained before collecting, using, or disclosing personal information about a minor. Parents will be allowed to revoke their consent at any time, and request deletion of the information collected about the minor.

Parents or guardians named on the minor's library card may access a minor's borrowing records only if they provide the child's library card or account credentials and show the parent's/guardian's ID. If the minor is age 14 or older, the minor must give verbal consent at the time of applying for a library card to allow a parent or guardian to access the account's information. This consent remains in effect unless and until the minor requests to change it.

While the Murrieta Public Library respects the privacy rights of minors, parents or guardians who are financially responsible for a minor's library account may be informed of the presence of fines or fees. However, the specific titles or content of borrowed materials will not be disclosed without the consent of the minor if they are age 14 or older, in accordance with library policy.

Retention of Records

Murrieta Public Library retains records only for as long as needed for operational purposes in accordance with the City of Murrieta's Records Retention Schedule. Borrowing history is not stored unless patrons opt-in to track their reading history. Other personal information, such as account details and fines, is retained only as necessary for account management and legal compliance.

User Rights: Access, Correction, and Deletion of Personal Data

Murrieta Public Library patrons have the right to access their personal information and request updates, corrections and deletions, subject to legal and financial record-keeping requirements. Patrons can do this by:

- Logging into their account online.
- Calling the library at 951-304-2665.
- Emailing the library at circ@murrietaca.gov.
- Visiting the library and speaking to staff.

Law Enforcement & Government Requests

It is the policy of the Murrieta Public Library that patron records remain confidential and protected from public disclosure. In accordance with California Government Code § 6254(j), patron records are exempt from public records requests and will not be released except as required by a valid legal order. The Murrieta Public Library will not disclose information about a patron's use of library resources unless:

- Required by a valid legal order from a court with proper jurisdiction.
- There is a substantiated emergency involving an immediate threat to life or safety.

All law enforcement or government inquiries must be directed to the Library Manager or the City Attorney.

Video Surveillance and Photography

Murrieta Public Library uses security cameras in public areas of the Library and surrounding property to protect the safety and security of patrons, staff, and property. Footage is not actively monitored but may be reviewed in response to specific incidents. Access to video footage is restricted to designated Library and City of Murrieta personnel. Surveillance footage

will only be released at the formal request of the Murrieta Police Department or the City Attorney's Office.

Library staff may take photographs or video during Library programs and events for promotional purposes. Signage will be posted in areas where photography or videography is taking place. Attendees may request not to be photographed or recorded.

Members of the public or the press who wish to film, photograph, or record inside the Library for commercial purposes are required to obtain prior approval from Library administration. News media are encouraged to notify Library staff in advance to ensure that coverage does not disrupt Library operations or compromise patron privacy.

The Murrieta Public Library acknowledges the public's right to record in public spaces under the First Amendment. Members of the public may film, photograph, or record video in **public areas** of the Library, provided that such activity:

- Does not disrupt Library operations or interfere with staff duties.
- Does not harass or infringe on the reasonable privacy of other patrons or staff.
- Does not involve restricted or staff-only areas.
- Does not block aisles, exits, or access to Library materials and services.

Recording of minors without parental consent is discouraged.
Library staff may ask individuals to cease filming or leave the premises if the activity becomes disruptive or violates the Library's Code of Conduct.

Changes to This Privacy Policy

This policy may be updated periodically. Any significant changes will be posted on the Library's website, and patrons will be notified where appropriate.

Contact Information

For questions or concerns about this Privacy Policy, contact:

Murrieta Public Library
8 Town Square
Murrieta, CA 92562
Phone: (951) 304-2665
Email: reference@murrietaca.gov
Website: https://www.murrietaca.gov/library