

Library Policy No. #45

Subject: Patron Privacy

Adopted by the Library Board of Trustees on July 8, 2026

Privacy and Confidentiality Policy

This policy outlines how the West Bloomfield Township Public Library (the library) safeguards patron personal information and details library practices regarding data collection and usage across the library's physical facilities and digital platforms.

Core Privacy Commitment

The library exclusively manages all data collected at its buildings and online. The library does not rent, sell, or disclose patron information to external parties except as explicitly detailed in this document.

Borrowing Privileges & Library Cards

Registering for a West Bloomfield library card requires a photo ID and verification of a current residential address. If an email address is supplied during registration it will be used solely for account notifications and library correspondence. The library never shares or sells patron email addresses. If a phone number is supplied during registration it will be used solely for account notifications and library correspondence. The library never shares or sells patron phone numbers.

Privacy of Minor Accounts

As permitted by [MLC 397.603\(2\)](#), the West Bloomfield Township Public Library will disclose the library records of a minor (age 18 or under) to a parent or legal guardian upon written consent of the person liable for payment for or return of the materials identified in the minor's library record.

Physical Material Circulation & Account History

When patrons borrow physical items or place a hold, the library tracks this data to manage loan periods, return dates, and replacement costs. When a physical item is returned to the library, once the item is checked in it is removed from the patron record in the library's circulation system. Patrons may opt-in to save their reading history for personal preference in the library's online catalog. This history is accessible only by logging into the patron's personal account via the library's online catalog. Patrons may disable reading history tracking entirely at any time. Records of items checked out on the library's circulation system are [protected by The Library Privacy Act \(Act 455\) of 1982](#).

Text/SMS Communications

Providing a mobile phone number indicates consent to receive text/SMS messages from the library related to library materials, account notifications, and requested information about and from the library.

Message frequency may vary. Patrons can expect to receive 0-5 messages a month, depending on indicated preferences for library circulation notice delivery and overall rate of use of the library's services. Standard message and data rates may apply.

Patrons may opt out of receiving text/SMS messages at any time by replying with "STOP" to any text/SMS message received from the library. After opting out patrons will receive a confirmation message and the library will cease sending text/SMS messages to that mobile phone number.

No mobile information will be shared with third parties/affiliates for marketing or promotional purposes.

Digital Material (eContent) Circulation & Account History

The library purchases access to eContent (eBooks, eAudiobooks, databases, streaming and downloadable video and audio, eMagazines and other digital titles) on behalf of the eligible patrons of the library.* Those patrons can use their library card to access these digital titles. However, these digital titles are hosted and circulated by third party vendors which may choose to collect and/or disclose information about users and use (bookmarks, margin notes, etc.) of which libraries and users would be unaware. Patrons wanting to use these third party services should review the privacy policies of those vendors. eContent titles are not included in the reading history recorded in the library's online catalog. Patrons using third party vendors to access eContent should review how and when those vendors allow library patrons to opt in or out of tracking reading history of their platforms.

Public Internet Station Usage

To access internet computers at any library facility, patrons must present a valid library card or obtain a guest pass. When a library card holder signs into an internet computer their name and library card number is recorded. This data is gathered strictly to enforce the library's behavioral guidelines in the event of a violation. To protect patron privacy these records are permanently deleted at the end of each day and the library maintains no browsing history or content logs from user sessions.

WiFi Usage

To access the public wifi available at both the Main Library and the Westacres Branch anyone with a wireless enabled device that accepts the library's Access to Electronic Information Policy can connect to the library's public wifi. When a user connects to the library's public wifi, the device name, device type, OS, and MAC address are recorded. This data is gathered to enable library staff to troubleshoot network connectivity on the wireless network.

Public Comment at Board Meetings

Members of the public who wish to address the Library Board of Trustees during a meeting are asked for their name and area of residency. This information is recorded in the minutes but not used for any other purpose.

Charitable Giving and Donations

When individuals contribute financially to the library, records of the donor's name, address and specific details of the gift are retained for seven years. This data is required for auditing, compliance and to provide donors with tax receipts. Donor records are kept confidential, are never distributed to third-party organizations, and are used internally only to support library development. Donations are also listed in the publicly accessible documents prepared for Library Board of Trustees meetings.

Registering for Library Events

Certain library events require registration. For those events patrons are asked to provide their name, library card number and email address. That registration data is deleted after three years.

Feedback, Forms and Comment Cards

Submitting digital forms or physical comment cards gives patrons the option to include contact details (name, address, and email) so library staff can provide a response. This contact info is strictly confidential and is never shared or sold.

Website Navigation and Log Files

When browsing the library's website and online catalog, users' IP address will be logged. This data helps the library to monitor site performance, track popular content, analyze visitor trends and compile broad demographic statistics. IP addresses captured in these server logs are never connected to individual identities.

Aggregated Data Reporting

The library may occasionally share generalized, anonymous statistics (such as overall website traffic patterns or popular titles) with the community. This data is strictly statistical and contains no personally identifiable metrics.

Third-Party Web Links

The library website includes links to external online resources. The library does not control, and is not responsible for, the privacy protocols of outside websites. Users are encouraged to review the privacy notices of any external website. This policy governs only data collected directly by the library.

Library Newsletters

Patrons who sign up for the library's digital newsletter must provide a name and email address to receive updates.

Community Feedback and Surveys

The library occasionally runs voluntary surveys or contests via its website or its social media accounts. Participation is entirely voluntary. These questionnaires may request contact information (like names and delivery addresses) or demographic details (such as age groups and zip codes). This feedback is used exclusively to evaluate, promote and enhance library services.

Modifications to this Policy

If updates are made to the library's privacy practices, the revisions will be prominently displayed on the library's website homepage. Should library staff ever need to use historical personal data in a way that fundamentally differs from the policy active at the time of collection, library staff will notify affected patrons via email. Users will retain the right to opt-out of that new usage. All data remains protected under the specific policy terms in place when it was originally gathered.

**Eligible West Bloomfield cardholders are residents and/or property or business owners in West Bloomfield Township, Keego Harbor, Orchard Lake, or Sylvan Lake.*