

**MONTEREY PENINSULA REGIONAL PARK DISTRICT  
BOARD OF DIRECTORS MEETING**

**DATE:** March 14, 2018  
**TO:** Board of Directors  
**FROM:** Shuran Parker, Administrative Services Manager  
**REVIEWED BY:** Rafael Payan, General Manager  
**SUBJECT:** Review and Approval of Website Privacy Policy

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**RECOMMENDED ACTION**

Staff recommends that the Board review and approve the new draft Website Privacy policy (**ATTACHMENT 1**) as presented or in substantially the same form.

**FISCAL IMPACT:**

There is no fiscal impact associated with approving this policy.

**FUNDING SOURCE:**

Not applicable

**FUNDING BALANCE:**

Not applicable

**DISCUSSION:**

An ongoing District goal is to update or create District policies. The attached draft policy, created by our webhost, Streamline, represents staff's continuing effort to gradually achieve the goal of creating MPRPD's policy manual.

**ATTACHMENTS:**

1. Draft Website Privacy Policy



## Monterey Peninsula Regional Park District Policy & Procedure Manual

Title:	Website Privacy Policy	
Department:	Administration	Effective Date: <i>Pending</i>
Policy No:	5001	Revisions: None

### 1. Policy Statement

This policy governs how the Monterey Peninsula Regional Park District ("MPRPD") website collects, uses, maintains and discloses information collected from users of the site ("Users").

### 2. Personal Identification Information

MPRPD 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, phone number, and/or e-mail address. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users may visit our site anonymously, and can always refuse to provide personal identification information, with the understanding that it may prevent them from engaging in certain site related activities.

### 3. Non-personal Identification Information

MPRPD may collect non-personal identification information about Users whenever they interact our site. Non-personal identification information may include the browser name, the type of computer and technical information about User's means of connection to our site, such as the operating system and the Internet Service Providers utilized and other similar information.

### 4. Web Browser Cookies

Our site may use "cookies" to enhance the User experience. User's web browser places cookies on their computer 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.

### 5. Google Analytics

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the data collected to track and examine the use of this site, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. Personal Data collected: Cookie and Usage data. Our site also uses Google Interest-based advertising or third-party audience data (such as age, gender, and interests) as part of Google Analytics Demographics and Interested Reporting.

## **6. How We Use Collected Information**

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

- To respond to questions or comments: Information you provide helps us respond to your inquiries,
- To improve our site: We may use feedback you provide to improve this site,
- To send periodic e-mails: If User decides to opt-in to our mailing list(s), they will receive e-mails that may include MPRPD news, updates, related activity or service information, etc. If at any time the User would like to unsubscribe from receiving future e-mails, we include detailed unsubscribe instructions at the bottom of each e-mail.

## **7. How We Protect Your Information**

We adopt appropriate data collection, storage and processing practices and security measure to protect against unauthorized access, alteration, disclosure or destruction of User information, username, password, transaction information and data stored on our site.

## **8. Sharing Your Personal Information**

We do not sell, trade, or rent User personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and Users with our business partners, trusted affiliates for the purposes outlined above. We may use third party service providers to help us operate our business and the site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes if you have given us your permission.

## **9. Third Party Website**

Users may find content on our site that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our site. In addition, these sites or services, including their content and links, may be constantly changing. These site and services may have their own privacy and customer service policies. Browsing and interaction on

any other website, including websites which have a link to our site, is subject to that website's own terms and policies.

## **10. Changes to this Privacy Policy**

We have the discretion to update this privacy policy at any time and when we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## **11. Your Acceptance of These Terms**

By using this site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our site. Your continued use of the site following the posting of changes to this policy will be deemed your acceptance of those changes.

## **12. Contacting Us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us.