

# **DATA PRIVACY PRINCIPLES**

## **City of Seat Pleasant, Maryland**

**(March 2018)**



The City of Seat Pleasant leads Maryland Municipalities in forging a more inter-connected city, transparent and accountable government, and must also lead on protecting the privacy of our citizens. These principles are meant to guide us towards the right solutions. We hope to work with the citizens of Seat Pleasant, other smart cities and governments to forge new, safe ways to use data for the public good.

The Data Privacy Principles apply to personal data, which means any data, including aggregations of data that are linkable to a specific individual. Personal data may also include data that is linked to a specific computer or other device, such as the type of device (mobile vs. desktop) and operating system (Mac OS vs. Windows).

The City believes that people have the right to make sure their data is collected, stored and used in a manner consistent with these Principles. We value your privacy, and keeping your personal information private is of the utmost importance. We consider potential risks to the well-being of the public before collecting, using and disclosing your personal information.

Seat Pleasant is committed to only using data in a manner that is consistent with the context in which it was collected. We only collect information that we need to deliver City services and keep it if we are legally required or there is a valid business purpose. We will securely dispose of or de-identify personal data once it is no longer needed, unless we are under a legal obligation to do otherwise. When it is practical, we tell you when we are collecting this information.

The City believes people have a right to control what personal data is collected from them and how it is used. We acknowledge that you have a right to exercise control over what personal data is collected from you and how we use it. When appropriate, we will disclose how we will use your personal information when we use it and give you the option to choose how it is used whenever possible, or the option to opt out.

The City of Seat Pleasant believes that people have the right to understand and have access to information about their data privacy and security. We are accountable and we manage personal information in a manner that is consistent with our commitments and as required by law. We protect your personal information by restricting improper access and by securing our computing and storage resources from threats.

The City believes that we have the right to ensure that our residents' business information will be handled responsibly and securely. We follow the federal and state laws about information disclosure whenever we work with outside governmental agencies to protect our community and in answering public disclosure requests. Business partners and contracted vendors who receive or collect personal information from us or for us to deliver City services must agree to our privacy requirements.

The City believes that people have the right to access and correct their data where reasonable considering the sensitivity of the data and the possibility of harm to the person if the data is inaccurate. We work to maintain and use accurate personal information for City business. When practical, we will work to correct inaccurate personal information, we also instruct our partners and contracted vendors to follow the same guidelines.

We further believe that people should have an effective and responsive mechanism for exercising privacy complaints. We will receive, investigate and respond to individuals' complaints and questions regarding our privacy policy. Updates to our privacy policy will be available on the city's website.

We believe that residents have the right to be notified of any changes to our Privacy Policy. We reserve the right to make changes to the policy at any time and if we do make changes to the policies, guidelines

or other terms referenced in this statement, we will notify all residents. Residents will have the opportunity to review and comment on revised policy before continuing to use our Services.

In conclusion, we do our best to keep your data safe and provide a safe environment for residents to communicate with government, however, we need your help to maintain safety, which includes the following commitments by you:

1. You will not post unauthorized commercial communications (such as spam) on any Seat Pleasant Digital Platform, including website, Facebook pages, Twitter feed, Instagram account, forums, blogs, or comment sections and any other official Seat Pleasant online platform.
2. You will not collect users' content or information, or otherwise access any Seat Pleasant Digital Platform, using automated means (such as harvesting bots, robots, spiders, or scrapers) without our prior permission.
3. You will not engage in unlawful multi-level marketing, such as a pyramid scheme, on any Seat Pleasant Digital Platform.
4. You will not upload viruses or other malicious code to any Seat Pleasant Digital Platform.
5. You will not solicit login information or access an account belonging to someone else.
6. You will not bully, intimidate, or harass any resident.
7. You will not post content (to the Seat Pleasant Digital Platform) that: is hate speech, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
8. You will not do anything that could disable, overburden, or impair the proper working or appearance of any Seat Pleasant Digital Platform, such as a denial of service attack or interference with page rendering or other Platform functionality.
9. You will not facilitate or encourage any violations of this Statement or our policies.

The City of Seat Pleasant may collect data through survey's and the data will only be used for the intended purposes of the survey. All data collected will be retained for the specified period and disposed of securely and accordingly.

#### Information Submitted to the City of Seat Pleasant Municipal Government

During a session on Seat Pleasant Website or "MY Seat Pleasant App" a user may affirmatively submit information to the City by, amongst other means, electronic mail ("email"), by filling in and submitting an online form, or by electing to personalize the City of Seat Pleasant website or the My Seat Pleasant App and use it as a customized portal. Such affirmatively submitted information is stored in a secure environment, and will be used by the City in furtherance of its duties and/or obligations to its citizenry (i.e., "governmental purposes").

The purpose for which affirmatively submitted information may include, but are not limited to, the following:

1. Helping the City respond to a request for information not readily available from Seat Pleasant Municipal Government
2. Investigate a problem reported to the City
3. Keeping a list of parties interested in some issue or facet of the City of Seat Pleasant life which the City anticipates issuing further information in the future.
4. Disclosure of such information pursuant to a request made under the Maryland Public Information Act (MPIA) or Freedom of Information Law ("FOIL"), or court order, if such information is not protected by the federal or state law.

The City does not rent or sell personally identifiable information (i.e., information such as name, address, phone number, email, etc., that identifies a user as a person), nor would the City exchange or trade such information with third-parties without a user's explicit permission. The City does not disclose credit card or other personally identifiable information other than as necessary to complete a credit card or other financial transaction, or upon explicit permission from the applicable user. All such uses by the City of financial information shall be subject to the section of this policy on financial issues, set forth below.

If a City of Seat Pleasant Municipal Government user has elected to receive further information from the City, The City of Seat Pleasant Municipal Government will not send such information. If a City of Seat Pleasant Government user has elected to receive further communication from the City, The City of Seat Pleasant Municipal Government will only send information in categories that have been authorized. If the City of Seat Pleasant Municipal Government sends electronic mail ("email") to a user, such email is not confidential, and is identical in nature to that information generally available to the public and news media.

## Security

In certain instances, a user may have the opportunity to receive or create a password to access or submit personally identifiable information. One should not divulge a password to anyone, and the City will never ask a user for a password in a telephone call, fax, email or other form of unsolicited communication. When a user is finished with an application or applications that are password protected, such user should exit the relevant page(s). If the browser used to access said password protected pages is a publicly-accessible browser, users should down the entire session and, if applicable or possible, flush any temporary caches or other areas where such password might be stored after use. The City has integrated industry standard or better security and systems into the design, implementation and day-to-day operation of the City of Seat Pleasant Municipal Government and its underlying servers and networks.

The City maintains ongoing efforts to identify and/or block unauthorized intrusions into the City's Municipal Government, and to upload to or change information on or otherwise cause damage to the City of Seat Pleasant or the information resident hereon or submitted hereto.

## Cookies

The use of cookies is a standard practice among internet websites. Most internet web browsers may be customized to reject cookies, to only accept or reject cookies by user intervention, or to delete cookies. Reject and/or removing cookies, however, may lead to loss of functionality on those City of Seat Pleasant pages requiring cookies to function fully. Additionally, if a user has created a customized version of City of Seat Pleasant Municipal Government, the City will create a cookie that contains the user's unique identifier and indicator for any custom content modules requested and, if a user elected the "remember me" option for signing in to the Seat Pleasant Municipal Government, the cookie will contain a user's password. Deletion of such a cookie could result in the loss of one's customized portal settings on the Seat Pleasant Municipal Government website or App.

## Third Party Links

The City of Seat Pleasant provides links, to and may be linked from, local, State and Federal government agencies, and from, or to, other websites. The existence and/or provision of those links neither constitutes nor complies endorsement of the destination or departure

website(s) or of the content, viewpoint, accuracy, opinions, policy(ies), products(s) accessibility or privacy policy of said destination or departure website(s). Nor does any link between The City of Seat Pleasant Municipal Government and a third-party website imply sponsorship of such website, or the creator of such website. Some content on portions of Seat Pleasant resides on servers run by third parties. Each agency providing content for the City of Seat Pleasant Municipal Government is bound by the City of Seat Pleasant privacy policy. Any agency using a third-party host, ISP, ASP or other combination of third-party transport, storage, content, or application provision services shall be responsible for such third party's compliance with the City of Seat Pleasant privacy policy.

### Intellectual Property

The content of the City of Seat Pleasant webpages is copyrighted, and contain some third-party images/graphics that are used with permission. Users are notified, therefore, that one should presume the need to obtain permission from the copyright holder before reproducing or otherwise using images/graphic from this website.

The City of Seat Pleasant may change this policy from time to time, and reserves the right to do so without notice.

### Privacy Statement Footnotes

1. An IP address is a numeric value assigned to an Internet Service Provider, a computer network, an individual computer or router, or a firewall (collectively, "users") so that other computers on the Internet may direct Internet message or other traffic to such users. Until the IP addressing system is changed, an IP address will take the form of XXX.XXX.XXX.XXX, where the X's are numbers between 1 and 9, and 0 for some positions.
2. A Domain Name is an alphanumeric value that represents the plain language (English or such other local language as is relevant) translation of the IP address assigned to a specific user or collection of users. For example, if a user had an IP address of 123.123.123.123, the Domain Name that represented that address might be WWW.HOME.COM.
3. Commercial and non-commercial marketing purposes include, for the purposes of this policy, Unsolicited Commercial Electronic Mail (colloquially known as "SPAM" email), targeted email for selling products, or the sale or exchange of personally identifiable information between parties that anticipate receiving value in exchange for such information.
4. Prince George's County's duties and obligations toward its citizens are set forth in the County Charter and in all applicable and relevant local, state and federal law.
5. The material you submit may be seen by various people. We may enter the information you send into our electronic database, to share with our attorneys and investigators involved in law enforcement or public policy development. We may also share it with a variety of other government agencies enforcing consumer protection, competition, and other laws. You may be contacted by any of those agencies.
6. Pursuant to Article 6 of Prince George's County Public Officers Law 87, certain categories of information may be exempt from such disclosure under FOIL including, but not limited to, records whose disclosure would constitute an unwarranted invasion of personal privacy under 89(2) of Article 6, or might endanger the life or safety of any person.
7. Email is generally not secure against interception. If a communication is very sensitive, or includes personal information like a bank account, charge card, or social security number, it is more prudent to send such communication by postal mail (i.e., "snail mail") instead.
8. The County maintains user registration information behind a "firewall" and limits accessibility to such information to only those few employees that have special access rights

to production systems. Sensitive information submitted by users is transmitted by Secure Socket Layer ("SSL") technology and encrypted.

9. For site security purposes and to ensure that this service remains available to all users, the County employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage. Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act, and such other federal, state or local law as is applicable.
10. Persistent cookies are cookie files that remain upon a user's hard drive until affirmatively removed, or until expired as provided for by a pre-set expiration date.
11. Temporary or "Session Cookies" are cookie files that last or are valid only during an active communications connection, measured from beginning to end, between computer or applications (or some combination thereof) over a network.
12. A web bug is a clear, camouflaged or otherwise invisible graphics image format ("GIF") file placed upon a web page or in hypertext markup language ("HTML") email and used to monitor who is reading a web page or the relevant email. Web bugs can also be used for other monitoring purposes such as profiling of the affected party.
13. These third parties are computers, computer networks, ISPs, or application service providers ("ASPs") that are non-governmental in nature and have direct control of what information is automatically gathered, whether cookies are used, and how voluntarily provided information is used.

Approved 04/1