

PRIVACY POLICY

Your privacy is important to us. This policy explains how data collected by our website is used. For information on what is a "library record" and how those are kept confidential, please see the **Confidentiality of Patron Records Policy**, located on our [Policies page](#).

This website is owned by the Cuyahoga Falls Library and maintained by library staff. The site's purpose is to provide information to the public regarding library services, resources, and events.

While the information contained within the website is updated periodically, no guarantee is given that the information provided on the website is correct, complete, and up-to-date.

INFORMATION COLLECTION AND USE

Cuyahoga Falls Library collects non-identifying and aggregate information using Google Analytics (for more information, see Google's [Privacy Policy](#)) and HotJar to measure the usefulness of the information contained on our site. This information is collected through digital "cookies." A cookie is a piece of data stored on a website user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. The data collected is used to improve our website content and library services for a better user experience.

WEB FORMS

Various web forms on our website request your email address. Your email address is only used for the form's stated purpose and to follow up with you about your request. Data entered in webforms is only used by library staff in order to provide library collections, programs, and services.

Web forms on our website use an anti-bot service called hCaptcha. hCaptcha is used to check whether the data entered on our website (like on a web form) has been entered by a human or by an automated program. This helps us better protect our website - and your information - from bot activity.

PROGRAMS, MEETING ROOMS, AND STUDY ROOMS

When reserving a meeting room, study room, or signing up for a program, the information provided is only used by library staff to provide the requested service. We process your request through an online booking platform, Communico, which only uses your data in order to provide the requested services.

LINKS

This website contains links to other sites. Please be aware that Cuyahoga Falls Library is not responsible for the privacy practices of other sites. We encourage you to be knowledgeable about the privacy statements of any website that collects personally identifiable information.

EMAIL MARKETING

On our website, you have the choice to opt-in to receive marketing emails (also referred to as e-newsletters). You have the option to select additional topics you are interested in and would like to receive marketing emails about. We use an email service provider called Mailchimp to collect and maintain your email address in our email lists. Mailchimp only uses the information you give us to provide its services to us in accordance with our instructions.

At any time, you may change the topics you are interested in by clicking the “update your preferences” link at the bottom of your email. To opt out of email marketing completely, click the “unsubscribe” link at the bottom of our emails. Your requests will be honored as soon as possible. Or, you may submit your request to update your preferences or unsubscribe by contacting us at mail@fallslibrary.org. For this method, please allow 1 - 2 business days for library staff to manually process your request.