

# Privacy Notice

## 1. Introduction

Key Points: Thank you for reading this Privacy Notice (“Notice”). The County of Polk (“County”) takes your privacy seriously, including when you visit our County website. This Notice covers the collection and use of data on the Polk County website (<https://www.polkcountywi.gov/>) and any webpages on the PolkCountyWI.gov domain.

## 2. Information Collected and Methods

### 2.1 Information We Collect

If you access PolkCountyWI.gov and do nothing during your visit but browse or download information, we use Google Analytics to automatically collect and store several categories of information about your visit, including the following:

1. The Internet Protocol (IP) address and domain name used but not the email address. The Internet Protocol address is a numerical identifier assigned either to your Internet service provider or directly to your computer;
2. The city in which your IP address originates;
3. The referring address, if any (this would tell us the address of the website you used to get to the County site);
4. The type of browser and operating system you used and your connection speed;
5. The operating system (Windows, Mac, OS, etc.) you used;
6. The time you spend on each webpage and in what order those webpages were visited;
7. The internal links you click;
8. The date and time you visited this site, and the total time you spend on the County website; and
9. The web pages or services you accessed at this site.

“Personally Identifiable Information” is information about an individual that is readily identifiable to that specific individual. Information that is not voluntarily shared is not personally identifiable, and we make no attempt to link it with the individuals that browse PolkCountyWI.gov. Any personally identifiable information provided may be protected by state law and the Federal Privacy Act of 1974. However, this information will be considered a public record once you provide it and may be subject to the Wisconsin public records law.

### 2.2 Information You Agree to Voluntarily Share

By accessing PolkCountyWI.gov, you can agree to voluntarily share certain information with us. For example, you may provide credit card or bank information when you pay to reserve a campsite at a County Park; or your name and contact information when you make an open records request. This information allows us to complete your requests and transactions more efficiently. We use your contact information to respond appropriately and when authorized by law.

### **2.3 Information Collection Methods**

To obtain some of the information described in Section 2.1, we use technologies such as cookies and tags. We use Google Analytics to collect and process information about your visit to improve the website's functionality and improve user experience. We also embed some content on the County website using third-party web widgets and services, such as YouTube. These third parties may set their own cookies and similar technologies for functionality and information collection purposes. They may have their own privacy, security, terms of service, and accessibility policies applicable to the features they provide. For more information about Google Analytics and other third-party services and their policies, please visit their websites.

### **3. Why We Collect This Information**

We collect the information described in Section 2.1 to understand how users interact with the County website and to promote website functionality. For example, by using Google Analytics we can tell the number of visitors the website receives, whether and how often individuals return, and what they look for when they arrive. This helps us understand what people are looking for, which webpages are most useful, and other similar information that we can use to improve the experience of visiting County website. We will not share, sell, or otherwise disclose information you agree to voluntarily share while accessing County websites to third parties, except as necessary and authorized by law, or where you provide consent to complete a transaction you authorize, or to provide services you request. For example, we may share information among County departments and other government agencies as necessary to provide services to you and when authorized by law. The information is retained in accordance with Wisconsin Open Records Law.

### **4. Public Records Law**

In the State of Wisconsin, laws exist to ensure that government is open and that the public has a right to access appropriate records and information possessed by county government. At the same time, there are exceptions to the public's right to access public records provided by both state and federal laws. These exceptions include the privacy of individuals.

We strive to protect personally identifiable information by collecting only information necessary to deliver our services. All information collected at this site becomes public record that may be subject to inspections and copying by the public, unless an exemption in law exists.

In the event of a conflict between this Privacy Notice and the Wisconsin Open Records Law or other law governing the disclosure of records, the Wisconsin Open Records Law or other applicable law will control.

## **5. Disclaimer**

PolkCountyWI.gov has links to other web sites. These may include links to web sites operated by other government agencies, nonprofit organizations and private businesses. When you link to another site, you are no longer on PolkCountyWI.gov and this Privacy Notice will not apply. When you link to another web site, you are subject to the privacy policy of that site.