

Library Email Newsletter and Privacy Policy

Last Updated: November 12, 2025

1. Purpose

This policy explains how the Longport Public Library (LPL) collects, uses, and protects personal information provided by individuals who subscribe to our email newsletters and updates.

2. Information We Collect

When you subscribe to our library's email newsletter, we may collect:

- **Email address** (required)
- **Name** (required)

3. How We Use Your Information

We use your information only for purposes related to library communication, including:

- Sending newsletters with information about library programs, services, and events.
- Sharing updates about new resources, reading lists, or community initiatives.
- Conducting optional surveys to improve our offerings.

We do **not** sell, rent, or share your personal information with external organizations for marketing purposes.

4. Consent and Opt-In

We only send newsletters to individuals who have **voluntarily subscribed**.

By subscribing, you consent to receive library-related communications.

You can **unsubscribe at any time** by clicking the "Unsubscribe" link in any message or by contacting us directly.

5. Data Protection

LPL takes privacy seriously. We apply appropriate administrative, technical, and physical safeguards to protect your data against unauthorized access, loss, or disclosure. Access to subscriber information is limited to authorized library staff and contractors responsible for communications.

6. Use of Third-Party Email Services

We may use a trusted email distribution service (such as Mailchimp, Constant Contact, or another platform approved by the library) to manage subscriptions and send newsletters. These providers process your information on our behalf, adhering to strict confidentiality agreements and data protection standards.

7. Data Retention

Your personal information is retained only as long as you remain subscribed to our communications. When you unsubscribe, your contact details will be securely deleted from our mailing list within a reasonable time frame.

8. Your Privacy Rights

You have the right to:

- Access and review the personal information we hold about you.
- Request correction or deletion of your data.
- Withdraw consent to receive communications at any time.

Requests may be submitted by contacting the library's main service desk.

9. Policy Updates

This policy may be updated occasionally to reflect changes in our practices or legal requirements. Any updates will be posted on our website with a revised "Last Updated" date.

Continuing to receive our newsletters after an update indicates acceptance of the revised terms.