



Website Privacy Policy

Effective Date: January 1, 2014

Last Revised: January 1, 2014

Thank you for visiting the Institute for Local GovernmentSM (“Institute”) website (“Site”) and for reviewing our privacy policy. Your privacy is very important to us and our Site has been developed with that in mind. We recognize your right to know what information is being collected about you and how that information will be used, as well as our legal obligations to limit collection and protect the information we obtain. This policy was updated as of January 1, 2014.

- You do not have to give the Institute personal information to visit the Site.
- The Institute collects personally identifiable information (first and last name, physical address, email address, telephone number, credit/debit card numbers, or other identifiers that permit the physical or online contacting of an individual) only if specifically and knowingly provided by you.
- The personally identifiable information you provide through the Site may be used to:
 - Respond to your email inquiry;
 - Provide the services you request;
 - Deliver the services or products you purchase or order on the Site;
 - Forward your email inquiry to the appropriate person or entity for response or assistance; or
 - Notify you of issues or information in subject areas or matters you have expressed interest in or concern about.
- The information you provide may also be collected for the Institute’s statistical purposes, including to perform analyses of user behavior to measure customer interest in the various areas of, or particular pages on, the Site. The Institute does not include personally identifiable information in disclosing any consumer information in aggregate form for analysis.
- If the Institute is merely responding to your electronic inquiry, the personally identifiable information you provided for the Institute to do so will not be maintained.
- The Institute uses cookies. A cookie is a small file created by your Web browser to assign a unique identification to your computer. The Institute uses the cookie to track your clicks as you browse and move between pages on the Site. We do not use cookies to retrieve personal information about you from your computer.
- If you do nothing during your visit but browse through the Site, read pages, or download information, we will gather and store certain information about your visit automatically.

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This information does not identify you personally. We do not track or record information about individuals and their visits. We use this information to learn about the number of visitors accessing different sections of or pages on the Site, what information is of greatest interest, and technical information that will enhance your ease of use, such as system performance, problem areas, and the types of technology our visitors use. We automatically collect and store only the following information about your visit:

- The Internet domain (for example, "xcompany.com" if you use a private Internet access account, or "yourschool.edu" if you connect from a university's domain) and IP address (the number that is automatically assigned to your computer whenever you are surfing the Web) from which you access the Site;
- The type of browser and operating system used to access the Site;
- The date and time you access the Site;
- The pages you visit; and
- If you linked to the Site from another website, the Internet address of that website.

The Institute is a 501(c)(3) whose mission is to promote good government at the local level with practical, impartial and easy-to use materials. The Institute operates for purely professional purposes, and any personal information provided by an individual to the Institute for personal purposes is not shared with third parties for direct marketing purposes. If for any reason you wish to request confirmation that your personally identifying information has not been shared with third parties for direct marketing purposes, or if you have questions or concerns or wish to access or modify your personal information provided through the Site, contact the Institute at:

Institute for Local Government
1400 K Street, Suite 205
Sacramento, CA 95814
Telephone: (916) 658-8208
Email: info@ca-ilg.org

Electronic Mail Precautions

Remember that e-mail is not necessarily secure against interception. If your communication is very sensitive, or includes information such as your bank account number(s), credit card number(s), or social security number, you should send it by mail unless the Site indicates that a particular website is secured.

Electronic Commerce Precautions

Some of our Site pages may allow you to purchase products or services, or to request information electronically. That information will be maintained and protected in accordance with the Privacy Act, 5 U.S.C. 552a, which means that it will be secured in transit to us and secured once received. The Institute will not share this information with third parties other than necessary to fulfill your order or request; comply with the law or legal process served on the Institute or the Site; protect and defend the rights, interests or property of the Institute, including its respective directors, officers, employees, agents, volunteers, affiliates, marketing partners, consultants, or

third parties; or to protect the personal safety of Institute members or members of the public.

Online Surveys

From time to time, the Institute may conduct online surveys that ask you for demographic data. The Institute or its agents may also contact you by telephone with the option to participate in other member research studies. Participation in any survey or other consumer research is always voluntary. The Institute aggregates the responses received before using the information, to improve the information, products and services the Institute offers. The Institute does not link your individual responses to your personal information at any time.

Communications

We occasionally send mail and e-mail communications to let people know about new programs, products and special offers. If you wish to discontinue receiving such communications, you may unsubscribe from receiving them at any time. To unsubscribe, simply find the appropriate link on the Site homepage or the applicable email communication, or contact the Institute for assistance at (916) 658-8208.

Modifications or Changes to this Policy

In the event of a material change to this privacy policy, a notice will be posted on the Institute's homepage of the Site, as well as this page.

This updated Privacy Policy is effective as of January 1, 2014. For additional information regarding proper use of the Site, read the [Terms of Use](#) of the Site.