



TOWN OF DRAYTON VALLEY

Subject:	Online Privacy Policy	Policy:	A-13-14(1)
Department:	Administration		
Approval Date:	11-19-2014	Review Date:	
Associated Policies:	Privacy Policy Employee and Volunteer Privacy Policy		

Online Privacy Policy

Purpose

This Policy is supplementary to the Town's Privacy Policy and intended to deal specifically with the privacy of individuals using Town online resources.

General Policy

The Town collects information that you provide directly to it. For example, it collects information when you:

- create an account;
- subscribe or participate in any interactive features of our services;
- fill out a form;
- request customer support; or
- otherwise communicate with us.

The types of information the Town may collect include your name, email address, postal address, credit card information, and other contact or identifying information you choose to provide.

When you access or use the Town's on-line services, we automatically collect information about you, including:

- **Log Information:** The Town may log information about your use of our services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our services.

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- Device Information: The Town may collect information about the computer you use to access our services, including the hardware model, and operating system and version.
- Information Collected by Cookies and Other Tracking Technologies: The Town may use various technologies to collect information, and this may include sending cookies to your computer. Cookies are small data files stored on your hard drive or in your device memory that help the Town to improve its services and your experience, see which areas and features of Town services are popular and count visits. The Town may also collect information using web beacons (also known as "tracking pixels"). Web beacons are electronic images that may be used in our services or emails and to track count visits or understand usage and campaign effectiveness.

The Town does not use your information for serving up ads, but uses information about you for various purposes, including to:

- provide, maintain and improve our services;
- provide services you request, process transactions and to send you related information, including confirmations and invoices,
- send you technical notices, updates, security alerts and support and administrative messages;
- respond to your comments, questions and requests and provide customer service;
- communicate with you about Town-related news and information;
- monitor and analyze trends, usage and activities in connection with Town services; and
- personalize and improve our services.


 Deputy Mayor Graham Long