

## **Introduction**

Users are able to interact with City websites in the form of reading published information, applying for jobs and permits, etc., or making payments for various programs and services provided by the City. The City is committed to maintaining the online privacy for users and does not collect personal information without permission. Any information volunteered through City websites will be secured in accordance with industry standard measures and controls. The following document outlines the City of Tacoma's Privacy Policy for all users of the CityofTacoma.org domain.

## **Information Collection, Use and Sharing by City of Tacoma**

The City is the sole owner of the information collected on its websites. With regard to information collection, use, and sharing, the City will:

- Collect and access information that is voluntarily entered into the website, mobile applications, or provided via email
- Use the information collected to respond regarding the reason it was contacted
- Not share the information with any third party outside of the City organization other than as necessary to fulfill a request (for example, processing online payments with our secure payment partner or as otherwise directly necessary to render or conduct a legitimate business transaction related to the services provided by the City of Tacoma)
- Retain the information in accordance with records retention schedules and rules

The City may use "cookies" to automatically collect information. A cookie is a small amount of data generated by a website and saved by your web browser in the form of a text file on your computer. The City may use cookies to understand how users interact with its website and for tracking navigation paths. Cookies do not collect personal information.

## **Information Collection and Use by Third Party Service Providers**

Some City websites or applications use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help analyze how users utilize a website. The information generated by the cookie regarding usage of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. The City and/or Google may use this information for the purpose of evaluating usage of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Users may refuse the use of cookies by selecting the appropriate browser settings. However, doing so may limit the functionality of this website and/or diminish the user experience. By using a City of Tacoma website, users consent to the processing of data by Google in the manner and for the purposes set out above. Please read the [Google Analytics Terms of Service](#) for further information.

City of Tacoma websites contain links to other third party websites or domains. The City is not responsible for the privacy practices or the content of such websites.

The City uses third party service or application providers in some cases to complete business transactions. In such cases, the City strives to ensure that the third party providers follow City's privacy policies and standards.

## **Security**

The City takes reasonable, generally-accepted precautions to protect the information shared by users, both online and offline. The City will make best efforts towards ensuring that all personally identifiable information that the City collects is encrypted and transmitted in a secure way. This can be verified by identifying a closed lock icon at the bottom of the web browser, or by identifying “https” at the beginning of the address of the web page. Additionally, the servers in which the City stores personal information are located in a controlled environment.

While the City uses encryption to protect information transmitted online, it also protects offline personal information. Such personal information is accessed by authorized City employees, authorized agents, or public organizations on a need-to-know basis, and as a result of a public disclosure request per [Chapter 42.56 RCW](#).

## **References**

[Google Analytics Terms of Service](#)

[Chapter 42.56 RCW](#)