Online Privacy and Data Collection Guidelines

Your privacy is important to ncLibraries. The statement below outlines the reason why we collect certain information, our analysis of the information, and how we keep your anonymity.

All your personal information, information requests, feedback and survey information is protected in accordance with FIPPA, the **Freedom of Information and Protection of Privacy Act**. ncLibraries will not disclose personal user data to any third party that would identify you, except to fulfill a service request or as required by law. Learn more at [Niagara College Practice for the Freedom of Information and the Protection of Privacy](https://www.niagaracollege.ca/library/privacy).

In the case of a privacy breach of user data, you will be notified immediately via your student or staff email.

The software below is utilized by ncLibraries:

**Google Analytics**

We use data gathered by [Google Analytics](https://analytics.google.com) to ensure our web design meets the needs of our users. Please note your IP address may identify you due to the naming standards of your internet service provider.

ncLibraries uses Google Analytics to track patrons use of: [https://nclibraries.niagaracollege.ca/library](https://nclibraries.niagaracollege.ca/library)

Specifically:

- search terms used
- how many and which pages you visit on our site
- what page you are on when you decided to leave the site

You can opt out of Google Analytics by using this [browser extension](https://analytics.google.com) or setting your browser to private mode.

**Hotjar**

We use Hotjar in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies.
another technologies to collect data on our users’ behavior and their devices, in particular, device IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar’s privacy policy by clicking on this link.

You can opt-out to the creation of a user profile, Hotjar’s storing of data about your usage of our site and Hotjar’s use of tracking cookies on other websites by following this opt-out link.

**Cookies**

ncLibraries uses cookies on nclibraries.niagaracollege.ca. By using the ncLibraries website, you consent to the use of cookies.

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third party to recognize you, thereby making your next visit easier and the Service more useful to you.

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.