

Privacy Policy - Town of Concord

Last Updated July 11, 2022 [2022-07-11]

Here's how the Town will use the information you provide

A quick summary of major points

- By using our website or any digital Town service, you agree to our Privacy Policy.
- Whenever a user visits a digital Town service, be aware that some information is automatically collected. None of the information automatically collected is personally identifiable (it wouldn't identify you as an individual).
- Some digital Town services (like the creation of a user account) will require you to provide additional information.
- The Town is subject to the Massachusetts Public Records Law. If you submit any information to us, that information becomes public record and is subject to disclosure upon request unless it meets a statutory exemption.

What this covers

The Town of Concord is committed to providing users with convenient and secure digital government services while protecting digital privacy. This Privacy Policy describes how we collect and treat information when you visit ConcordMA.gov or use any digital Town service. Every time you use a digital Town service, you are consenting to this privacy policy.

Third-party services

The Town contracts with third-parties for certain services, like:

- web traffic monitoring and website optimization,
- form submissions and workflow tools,
- web portals, and
- financial transactions.

Whenever you use you a third-party service, you are also agreeing to that service's Privacy Policy. If you have any questions about if a digital Town service involves a third-party service, please reach out to webmaster@concordma.gov.

Information we automatically collect and receive

Some information is automatically collected when you visit ConcordMA.gov or any digital Town service. As with many websites, we use server logs, cookies, metadata, and geocodes. The information automatically collected may include, but is not limited to:

- the domain name of your Internet Service Provider and/or your computer
- the IP address from which you access our website

- your browser type (e.g., Google Chrome, Microsoft Edge, or Mozilla Firefox)
- your operating system (e.g., Windows or Mac)
- the type of device you are using
- the date and time you accessed our Services
- location data
- the pages you visited, as well as any applications or forms used, and
- the Uniform Resource Locator (“URL”) of the webpage that linked you to our Services.

We do not collect this information to provide targeted advertising. We collect this information in order to help us better analyze and improve our digital Town services. This information allows us to learn how many visitors we have, where they are coming from, and which of our services are of most interest to users. We analyze traffic to our services in various ways, including using third-party services listed below. We reserve the right to change analytic service providers at any time, with or without notice.

Information you provide to us

While some information is automatically collected when you visit a digital Town service, there are also times you may provide us with additional information. These could include:

User submissions

Some of our digital Town services allow users to submit suggestions, comments, or requests to us. This could be by emailing us or filling out an online form. This data may include personally identifiable information such as a name and email address. If you send us a message via email or through an online form, we will use that information to respond to the request. We may also direct your message to another government agency that can help in fulfilling your request.

User accounts

Users do not have to register for accounts to browse or read the Town website. However, some of our digital Town services involve the creation of a user account. Creating an account may involve the submission of additional information. This could include a display name, password, e-mail address, full name, mailing address, telephone number, etc.

We do not use any of this information to send commercial or marketing messages. We may use this information to notify you of major changes to digital Town services or provide you with customer service.

Secure transactions

The Town takes security very seriously. We make every reasonable effort to protect information provided to us or our third-party service providers. We have adopted an HTTPS-only policy to protect visitors to our digital Town services. If you’re making an online payment through a digital Town service, it’s always good to make sure the website address starts with “https” and the browser’s address bar does not display any warnings about the site’s security certificate.

Email and text messages

There are multiple ways you can sign up to receive information from the Town or a specific department or program. Usually, these messages will be sent through email or text messages.

These email communications may include web beacons. Web beacons allow us to collect information such as:

- the time and date the email is opened
- the IP address of the recipient, and
- the recipient's browser or email client.

We use this information to make our communications better.

You can unsubscribe from these email or text notifications at any time. Just following the instructions included at the bottom of each email or in the text. We generate email alerts using several systems. If you are subscribed to multiple email threads, you may need to unsubscribe from each one individually. Although you may be unsubscribed from alerts, your email address or phone number may still remain in our system. If you have any questions about these alerts, or if you would like to ensure your information is removed from the system, please contact webmaster@concordma.gov.

What happens after you provide personal information

Our only intention in collecting information is to provide users with smooth and efficient digital Town service experiences. However, because we are a government agency, there are a few important things to note.

Information storage

We are required by law to retain records for a certain amount of time, as laid out in our [records retention schedule](#). Retention timelines can vary depending on what kind of information you provide (for example, general correspondence like an email must be held for three years).

Sharing information

We may share information or statistics with third parties or the public anonymously, provided it that does not directly identify you. This would typically be done to assess a digital Town service; no personally identifiable information would be released.

Additionally, if a user is having issues with a digital Town service, we may share information with outside parties to the extent necessary to troubleshoot the issues or enhance the performance of the system.

Public records

As a government agency, any information we have in our system is subject to [Massachusetts Public Records Law](#). This means the information you provide to us may be available to members of the public upon request unless there's an exemption (a reason not to provide it) under Massachusetts law.

Subpoenas

It's possible that the Town may receive a subpoena, or other lawful order, that legally requires information to be turned over to the court system. A subpoena could include personal information entered into a digital Town service.

Data security

We have implemented data security measures to protect the loss, misuse, or alteration of the information under our control. We also maintain ongoing efforts to identify and block unauthorized use of our servers. However, no website or data storage system is completely secure. To the extent permitted by law, the Town is not responsible for any harm that comes as a result of a breach in a digital Town service.

Children's information

Our digital Town services are intended for use by adults. We do not knowingly collect personal information from children under 13 years of age. However, we also do not try to determine whether a visitor is underage. If you are a parent or legal guardian of a child under the age of 13 who you believe has submitted personal information by use of our Services, please contact us immediately at webmaster@concordma.gov.

Changes to this policy

We reserve the right to change the terms of this policy at any time. We encourage you to review this page periodically to stay informed of any updates. The date that this policy was last modified can be found at the top of this page. Any modifications are effective immediately. Your continued use of our digital Town services signifies your consent to any changes to this policy.