

TOWN OF SENECA

PRIVACY POLICY

This privacy policy explains how the Town of Seneca collects, uses, and discloses personal information about our constituents and visitors to our website at www.townofseneca.com.

COLLECTION OF PERSONAL INFORMATION: the information that is collected by the Town of Seneca will be collected directly from the user.

Information collected directly from you: We may collect personal information directly from you, for example through a web form or during registration. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP Address, date and time of your visit, browser, and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features. Our email campaigns may also use tracking technologies such as web beacons, pixels, and other similar technologies to automatically collect certain information such as your IP Address, browser type and version, and email engagement statistics.

Information collected from our partners: we may collect personal information about you from our third party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, demographic information and geographic location.

USE OF PERSONAL INFORMATION: the information that we collect will solely be used for contacting you in the event of a mass email, text message or in the event one of our department heads have to get in touch with you.

We may use information collected about you for any lawful purpose, including the following:

- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time the information is collected.

DISCLOSURE OR PERSONAL INFORMATION: the information that you provide to us will be kept between the Town of Seneca and Constant Contact and will not be given, sold, or leased to any third party companies.

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We may share information we collect with other parties including the following:

- With Constant Contact to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information with Constant Contact and the information that may be collected through our email campaigns, see constant contacts Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

DIGITAL ADVERTISING AND ANALYTICS: The Town of Seneca may advertise things like recycling events, Foodlink events, employment, or other events throughout the Town of Seneca.

EMAIL AND TEXTING COMMUNICATIONS:

If you wish to unsubscribe from our email campaigns, please click on the unsubscribe link at the bottom of any email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us.

UPDATING YOUR INFORMATION: if any of your information has changed or is no longer valid, please contact us at (585) 526-5251 Extension 1, and let our Town Clerk know.

CHANGES TO THIS PRIVACY POLICY:

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION:

If you have any questions about this policy or our privacy practices, please contact us at (585) 526-5251 Extension 1.