

Library Customer Data  
Privacy vs. Personalization

Where are **you** most comfortable on the privacy vs. personalization continuum?



Where is your **library** currently positioned on the privacy vs. personalization continuum?



Where do you think your library **should** be positioned?



Maximum Privacy

Maximum Personalization

What would need to change at your library in order to move to a different position?

Policy	
Technology	
Library Culture	
Community Culture	