

Library Customer Data: Privacy vs. Personalization



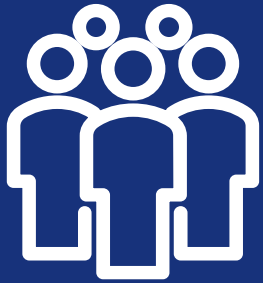
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part of RIPL's *12 Months to Better Library Data*
webinar series | January 9, 2025



Who is in my community?
demographic data



Who lives where?
geographic data



What do they like?
market segmentation



How do they use the library?
library use data

Aggregated data ≠ personalization

		SCLSNJ Branches										
		BBROOK	BRIDGE	HILLSB	MANVLE	MJACOB	MONTGM	NPLAIN	PEAGLA	SOMERV	WARREN	WTCHNG
Member Municipalities	Bound Brook	554	270	17	32		3	8	2	47	62	12
	Branchburg	7	687	209	14	1	15	3	4	85	12	2
	Bridgewater	75	3935	136	78	5	33	18	23	243	209	18
	Green Brook	22	80	7	9		4	43		9	444	26
	Hillsborough	30	340	4427	256	18	302	12	5	77	26	8
	Manville	6	59	36	385		7	1	1	12	8	
	Millstone		1	4	3		3				1	
	Montgomery	13	54	374	29	158	3033	2	1	8	6	3
	North Plainfield	16	37	2	3	1	3	724	1	7	86	41
	Peapack-Gladstone		16	1	1				230	1	1	
	Rocky Hill		4	6	1	62	85			1		
	Somerville	19	543	52	29	1	10	5	7	573	22	2
	South Bound Brook	110	49	3	12		2	2		3	8	
	Warren	22	149	6	6	1	5	21	2	5	1615	101
Watchung	6	16	1	1		1	17		3	271	254	

- Aggregated is good for trends, making decisions about how to manage services

What does "personalization" mean?

- Services and communication that are based on a specific customer's **behavior**
 - Do, attend, borrow, access, visit, click on, etc.
- Examples of personalized services and communication
 - Suggestions, recommendations, alerts, push notifications, etc.

All people, regardless of origin, age, background, or views, possess a right to privacy and confidentiality in their library use. Libraries should advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information.

ALA's Library Bill of Rights, section VII

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HOME FIND LIBRARY ALEXA

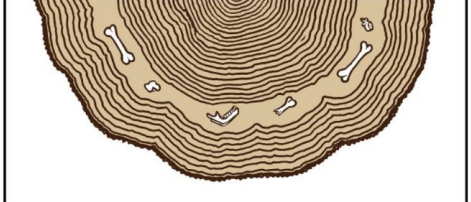
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Songs for You

- Heart Still Beating Nathan Dawe & Bebe Rexha ULTRA HD ATMOS
- You Think You Know Her Cause and Effect HD
- Cold Heart (PNAU Remix) Elton John & Dua Lipa ULTRA HD ATMOS
- Stand Back (2016 Remas... Stevie Nicks ULTRA HD
- Edge of Midnight (Midni... Miley Cyrus [feat. Stevie Nicks] ULTRA HD
- Living In Oblivion Anything Box ULTRA HD
- Situations Cetu Javu HD
- I Ain't Worried OneRepublic ULTRA HD ATMOS

HOME FIND LIBRARY ALEXA

Instagram




DENDROCHRONOLOGISTS CAN DATE WOOD SAMPLES BY IDENTIFYING GROWTH RING ANOMALIES THAT CORRESPOND TO SPECIFIC EVENTS. FOR EXAMPLE, IT'S OFTEN POSSIBLE TO SPOT THE HORRIBLE SUMMER OF 1635 WHEN TREES TURNED CARNIVOROUS.

Liked by loganathistory_ and others
xkcd Dendrochronology... more
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rubystarsociety



On the continuum between data privacy and personalization, there is a middle ground that can serve public libraries and our communities well.

Maximum
Privacy

Maximum
Personalization



Where is your personal comfort zone?

**Maximum
Privacy**

**Maximum
Personalization**

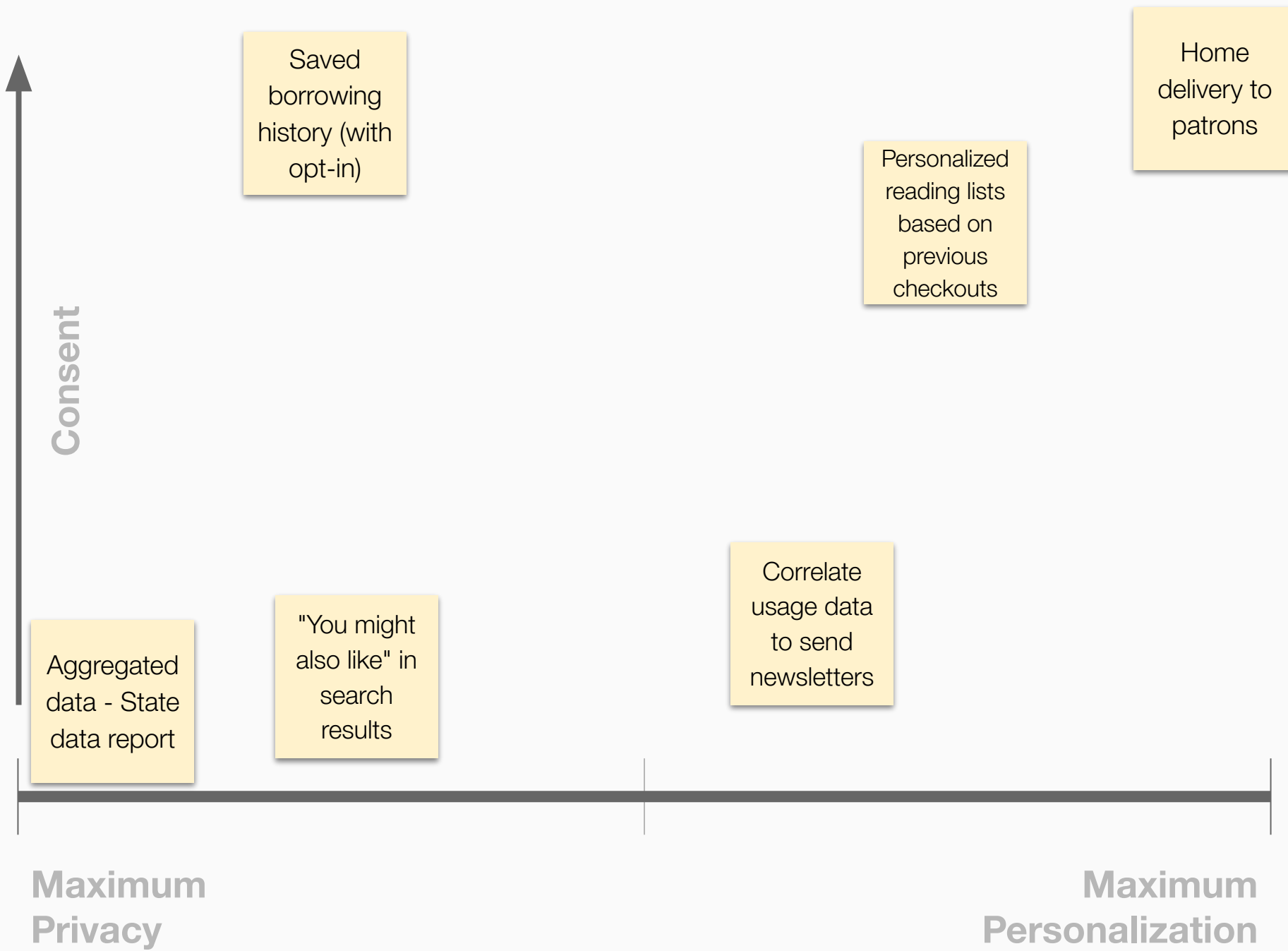


Where does your organization sit?

Maximum
Privacy

Maximum
Personalization





Consent

Maximum Privacy

Maximum Personalization

Aggregated data - State data report

"You might also like" in search results

Correlate usage data to send newsletters

Saved borrowing history (with opt-in)

Personalized reading lists based on previous checkouts

Home delivery to patrons

Where **should** your organization sit?

Maximum
Privacy

Maximum
Personalization



What would need to change at your library to move to a different position on the continuum?

Policy

groups 1, 5, 9, 13, 17...

Technology

groups 2, 6, 10, 14, 18...

Library Culture

groups 3, 7, 11, 15, 19...

Community Culture

groups 4, 8, 12, 16, 20...

Closing Thoughts

- There are no easy answers.
- Each organization has to find their own comfort zone.
- Make sure your privacy practice statements reflect what you're actually doing.
- The only way to know for sure what your customers want is to **ask** them.

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