

00:17:06 Linda Hofschire: <https://www.ripleffect.org/12-months-to-better-library-data/>

00:17:37 Linda Hofschire: <https://www.ripleffect.org/blog/webinar/from-insight-to-action-using-public-library-data-for-decision-making-strategic-planning-and-advocacy/>

00:26:44 Similar to HIPPA, philosophically

00:28:01 Libby & Novelist does this too?

00:29:30 Replying to "Libby & Novelist doe..." and hoopla, as well

00:29:36 totally agree - many safeguards available when properly applied

00:29:47 I agree but that midpoint is more like 80% privacy :)

00:29:59 I'd want to draw a distinction between the data that the library collects and the data that vendors collect (and sell to data brokers).

00:30:08 We keep very little data. Most personalization comes from patron interaction with library staff.

00:30:13 I agree! A good amount of reader's advisory and information that patrons volunteer to us can be in the middle of that spectrum.

00:30:14 Reacted to "I'd want to draw a d..." with 👍

00:30:15 There is a middle ground. Patrons should be able to opt-in

00:30:16 Reacted to "I'd want to draw a d..." with 👍

00:30:20 Reacted to "I'd want to draw a d..." with 👍

00:30:20 Reacted to "I agree but that mid..." with 👍

00:30:21 An informed opt-in option changes the conversation

00:30:21 Reacted to "I'd want to draw a d..." with 👍

00:30:27 Reacted to "An informed opt-in o..." with 👍

00:30:28 Reacted to "There is a middle gr..." with 👍

00:30:28 Reacted to "There is a middle gr..." with 🏆

00:30:30 Reacted to "An informed opt-in o..." with 👍

00:30:32 Reacted to "There is a middle gr..." with 👍

00:30:32 Reacted to "An informed opt-in o..." with 👍

00:30:32 Reacted to "There is a middle gr..." with 👍

00:30:34 Reacted to "There is a middle gr..." with 👍

00:30:39 Reacted to There is a middle gr... with "👍"

00:30:43 Reacted to "An informed opt-in o..." with 👍

00:30:44 Reacted to "I'd want to draw a d..." with 👍

00:30:45 Reacted to "There is a middle gr..." with 👍

00:30:48 Agree. My previous two positions were as Electronic Resources librarian, and most users who expressed an opinion wanted more personalization and not less.

00:30:54 Reacted to An informed opt-in o... with "👍"

00:30:59 Reacted to "Agree. My previous ..." with 👍

00:31:00 Reacted to "There is a middle gr..." with 🏆

00:31:00 I do think that an informed opt in option is available.

00:31:05 The comfort point for the middle ground will vary by individual (patron and librarian).

00:31:11 Opt in > opt out

00:31:12 Patrons want a middle ground until they think about it, and worry what people will see.

00:31:44 I think that one important difference between amazon vs average public library is how extensive the inventory is - if you promise personalized recommendations etc, you better have plenty of titles to recommend

The library's self-imposed limitation is that - unlike Amazon - it doesn't deal with books that haven't been published yet.

not necessarily, our libraries will place orders 6 months in advance of street dates and that'll produce records in our catalog...albeit not good ones

00:39:44 Sort of surprised to see enough people leaning toward personalization. Interesting.

00:39:58 is this our comfort level with our library having personal data, or any given institution/company?

00:40:02 Especially with the growth of AI, it feels like the start of 1984

00:41:23 Any type of record, written or electronic, needs to be private. All I want to know about is what they currently have checked out, and if they owe fines. Getting to know my patrons, because they control the amount of info given

00:41:24 Any institution? changes the response.

00:41:30 Shared accounts can create an issue... we had a woman download a spicy title and her husband was confused...

00:41:46 Very uncomfortable when businesses "anticipate" and/or know the kinds of items I've looked at online.

I think answers undoubtedly also reflect lived experience - if you consider your information sensitive, high risk of abuse, or have had vulnerable exposures in the past, it makes sense to prioritize privacy more. Quite possible that higher comfort equates to feeling 'safer' in general in combination with people's personal philosophies.

Any type of record, written or electronic, needs to be private. All I want to know about is what they currently have checked out, and if they owe fines. Getting to know my patrons, because they control the amount of info given, I am good with personalizing the experience.

00:43:15 I support using PII for service design rather than for marketing products and commodifying humans.

00:44:32 It's hard to navigate when people offer up info without thinking, like the person on the phone calling out their credit card number but are uncomfortable with us having access to what they've checked out, so they opt out... and then want a recommendation. ./

00:47:01 Lynn Hoffman:

[https://padlet.com/lynnhoffman/privacy\\_vs\\_personalization](https://padlet.com/lynnhoffman/privacy_vs_personalization)

00:48:06 Just give me the best price without having to sign up for anything

00:48:44 recent article - The hidden cost of rewards -  
<https://cybernews.com/privacy/how-reward-programs-turn-loyalty-into-dollars>  
00:55:40 haha. I just clicked the link to the cybernews article and get a popup saying "we'd like to show you notifications for the latest news and updates." No thank you.  
00:55:48 Not having data is also very helpful from a security point of view.  
00:57:23 Personalized recommendations is often an expectation from customers  
00:58:52 Many of our seniors who are digitally challenged and are not worried about security measures because they are unaware of the possible repercussions.  
00:59:08 Privacy education for users and staff is really important, and I don't know that it's a priority for a lot of libraries.  
01:00:03 We have to actually tell them to sign out of their accounts when they leave a patron computer.  
01:00:07 I think many libraries overestimate their level of privacy because of how much data third-party vendors collect.  
01:00:35 Replying to "I think many librari..." Institutional policies don't always let libraries use VPN/onion routers

One might consider the oldest library ebook company in the biz 😊

01:03:41 which ILS is that?

Polaris has something very similar

I have Sierra

01:07:42 As we discuss this, I start wondering if libraries would be in the same space if the Patriot Act didn't call out the risks of personalization.

01:08:13 Lynn Hoffman:

[https://padlet.com/lynnhoffman/personalization\\_examples](https://padlet.com/lynnhoffman/personalization_examples)

01:08:44 We are not identifying any of the points, just stars to consent

01:08:49 The library I worked in in high school (many many moons ago) in the 80's was starting to think about privacy even without an automated system.

01:18:46 We only move people if they ask us

01:18:50 Didn't even think of that option in Overdrive!

01:18:59 We did a privacy audit 4 years ago and confirmed we were following policy.

01:19:15 We don't really have control over Overdrive. Instead, we've posted a link to their privacy page and encourage users to read it themselves.

01:19:50 I am concerned in our staunch adherence that we are not aiding our patrons.

01:20:28 We have people who put copy specific holds unintentionally and are happy when we can give them LP/paperback options

01:20:48 Of course, that example isn't helpful for those who don't want a physical item because they only need the audio-ebook. Yet, how many opt-in options can we have without being irritating.

Which ILS has copy-specific holds?

I think you have a point - I think privacy should be their choice and I don't know that people think about it.

Polaris does. Mistakes get made...

Both SirsiDynix's Horizon and SirsiDynix's Symphony allow it.

could there be a single form at signup that covers a lot of options, and maybe an annual reminder to patrons how they can update their opt-in preferences

I think the ILS should have a "beginner mode" and an "expert mode".

An example is to refuse to tell parents what title they should look for when their child's account has been billed because it's long overdue. Parents are the ones who have to pay for lost items.

(So important too. Some of my patrons can only read Large Print. One only reads paperbacks because her arthritis is too bad to hold a hardcover book.)

But will customers even look at an opt in page. Most of us just click through to get off the page.

01:24:31 The balance of privacy / personalization for patrons is a challenge because we do not always know what is actually more important to them or where their happy place is.

yes many (most?) do - and how many library staff have time to walk someone through those options and help them understand what they are agreeing to

01:25:56 Of course, a library would need to do an audit to find out what is collected, and that's a big job that many libraries don't have the bandwidth for.

What about a handout that's included in a "welcome packet"?

01:28:23 I think we need another axis: how much patron involvement do we have and how much should we have?

01:29:19 This also raises the questions about what data is being collected by our providers that we can't access, manage or don't know about at this time?

That is a huge pain point in getting a handle on a library's position.

01:30:09 Laiba Gul: Reacted to This also raises the... with "👍"

01:30:25 And key is to follow up audit with staff regarding expectations. Renegade newsletters, program groups... I thought they would like.

And it's a pain point for patrons as well!

maybe this specifically could be addressed in some small way by explicitly issuing the card to the child, rather than the grownup. Then, the library could think about and consider these blocked accounts through a policy lens and possibly implement a policy of standard or periodic forgiveness for minors. Perhaps this keeps patron data private, regardless of age, while still providing a reasonable access compromise?

01:31:44 Our library system recently ceased their relationship with a vendor due to their non-compliance with our requirements for security of patron data.....

01:33:06 Lynn, can you go into more detail about your vendor agreements on data

So hard to do when patrons want and explaining reason why. Addition of paywalls for patron access is a constant back and forth

01:35:47 We have had long conversations about the parent vs child privacy rights in our library system. Generally we lean into the child's rights to privacy. Our main exception comes when there is a bill for a lost item because this blocks the child from use.

01:37:20 I think that we have to be extra careful to make sure that we are not contributing to the surveillance power of AI, and making sure that we know that what third part vendors are doing with our patrons data is critical now more than ever.

01:41:29 Linda Hofschire: <https://survey.alchemer.com/s3/8149432/12-Months-to-Better-Library-Data-Webinar-Series-Library-Customer-Data-Privacy-vs-Personalization>