

Privacy Policy

Privacy Policy and Consent

The City of Boerne Texas (“the City”) respects the privacy and confidentiality of individuals who visit the City website located at <https://www.ci.boerne.tx.us>, its subdomains, and any domains operating under the authority of the City of Boerne to represent City services. The City maintains this Privacy Policy to help you understand the commitment of the City to safeguard the privacy of the information you provide to the City’s website and is subject to change.

The City reserves the right to take any action the City deems prudent or necessary to safeguard the City website and your information in the City systems and databases from malicious or unwarranted attack by viruses, hackers, or other miscreants.

The City does not sell, lease, exchange or disclose your personally identifiable information with Third Party, non-affiliated persons other than its sponsors or partners, unless it is required by law or disclosure is necessary to those persons that operate these websites, manage the City’s tests/events and conduct prize fulfillment (“operational providers”).

Your Consent

By using the City website, you consent to the collection and use of the above-described information by the City and contracted Third Parties.

If you do not agree with the terms and conditions stated in this Privacy Policy, please do not access or use the City website.

Collection of Your Personal Information by the City

The City’s mission is to provide you with personalized services and offerings designed to enhance your City of Boerne experience. To do so effectively, the City collects the following information:

- (a) Personally Identifiable Information: The City, through the use of the City website, only collects personally identifiable information about you when you voluntarily provide such personally identifiable information to the City using its website. **If you do not wish your personally identifiable information to be collected, please do not submit it.**
- (b) Information from the use of “cookies”: The City website employs “cookie” technology. Cookies are small pieces of data stored in files on your computer allowing the City website to track your usage as you visit and revisit the City website. The use of cookies by the City website complies with generally accepted programming standards and practices. Please note that you can choose to block the use of cookies through settings in your web browser, but be advised that certain features of the City website may not work properly without them.

Use of Your Information by the City

It is the policy of the City to not sell, share, transfer, or rent to Third Parties any information you provide to the City, through the use of the City website, without your written consent except as required by operation of the law or in compliance with legal authorities; provided, however the City may share your personal information with certain Third Parties (“Target Third Parties”) without your written consent in order to further the purpose for which you voluntarily provide the City with the information. Additionally, the City engages Third Party information management service providers to help maintain efficient operations, improve services, advertising and carry out obligations. Because such information management service providers may access the City systems, such information management service providers may have access to your information. The City makes reasonable attempts to protect and preserve the ownership of information maintained about you within the City systems and databases by entering into agreements which retain ownership of the information and require these information management service providers to sign confidentiality agreements regarding the information found in the City systems. The City cannot, however ensure the compliance with these agreements, nor the protection of such information in the hands of Parties other than the City.

Website Links to Third Party Sites

The City provides links on its website to Third Party sites. These links are provided to visitors and users as a courtesy. The City has no authority over and takes no responsibility for the information practices of these Third Party sites and encourages you to review their privacy and information practices prior to disclosing your personal information.

Collection and Use of Your Information by Third Parties

The City partners with Third Parties that use technologies like cookies to gather information about you while visiting its site. Based on your browsing activities and interests, these Third Parties are able to provide you specific advertising through Internet-based ads.

Electronic Newsletters

The City offers free, electronic newsletters, updates and e-mail reminders as a service to its registrants, based upon your voluntary subscription. You will only receive an electronic newsletter if you have requested it (opted-in). The City does not share its mailing lists with any Third Parties, including advertisers or partners unless it is noted upon sign up.

General Privacy Guidelines

The City uses your personal information to provide you with the features, services, or goods you request. It also uses your personal information to notify you about updates, new features, programming and activities that may be of interest. (The City explains below in a following section what its policy is for the collection, use and disclosure of personal information to advertisers.)

The City may also use your information for hiring, operational and business purposes, or to find out how it can improve this website via surveys or online tracking mechanisms. The City uses aggregate personal information to help it evaluate and modify existing services and features. The City also uses your personal information to develop new services and features that may be of interest to you.

The City will not sell, exchange, rent, lease or otherwise disclose your personal information to other Third Party marketers or any such persons that are not associated with the City as advertisers unless it is necessary to: 1) conform to regulatory and legal requirements or to comply with legal process; 2) to protect the safety and security of its users, employees, or property; 3) to defend the rights of the City website; or 4) to enforce the Terms of Use Agreement. This protects the safety of the City's visitors, employees or property. The City also expects its operational providers to protect your privacy.

Non-personal data the City collects from you, or data not associated or linked to you or your personal data include: log data, IP address, pixel tags, Google Analytics and Flash LSOs. The City reserves the right to collect personal information using any new technology yet to be developed and to use such technology to provide new services and features to you, as well as for marketing and promotional purposes.

Website Collection, Use, and Disclosure of Personal Information

Generally, you may browse this website without providing any personal information. For certain activities (such as event vendor applications, contest applications, surveys, event alerts, or volunteer registrations) the personal information you voluntarily provide may include your first, middle and last names, home address, email address, telephone number, and mobile phone/text messaging device number, and gender, personal preferences, depending on the activity.

Unless stated otherwise, the City does not request contact information for a mobile phone, text messaging or any wireless device that includes a domain name address (such as “.net” or “.com”) as part of the contact information. Federal law prohibits the sending of commercial email messages directly to a wireless device that uses a domain name, unless you have first given your affirmative consent. The City may inadvertently collect a wireless device number that includes a domain name when you send it an inquiry or register for a contest or membership club. However, the City will not knowingly use that contact information for sending commercial email. The City reserves the right to respond to user inquiries or requests sent via a wireless device that uses a domain name as such messages are not deemed to be commercial email and therefore, are not regulated by Federal law. However, when “computer to phone” commercial emails are prohibited by law, the City may reject your wireless device contact information when such information is submitted for certain website features or services. The City will attempt to notify you if it will need new contact information.

For specific purposes (such as the purchase of goods and services) the City may request a type of confidential personally identifiable information which shall be called “Sensitive Personal Information” and is defined as any individual's: (1) social security number; (2) driver's license number or state identification card number; or (3) account number, credit or debit card number, in combination with any required security code, access code or password that would permit access to an individual's financial account. This Sensitive Personal Information will only be used to implement the specific activity or event for which it was submitted. The City will not share your Sensitive Personal Information with Advertisers or Partners. However, more general Personal Information will be used to implement the specific activity or event and will also be used for the marketing of additional events, services and merchandising for this website.

Cookies and Image Tags

Tracking is important because the City can better understand what parts of its website are used the most, when to launch new services and how to enhance current offerings. The City may share the information it receives from cookies and image tags with Third Parties and its Advertisers in aggregate form, which means that such information does not contain specific personal information about any one visitor. The City does not use cookies or image tags to collect other personal information or sensitive personal information unless you give it permission to do so.

Children's Privacy Policy

The Children's Online Privacy Protection Act of 1998 ("COPPA") applies only to websites of a commercial nature, and while the City of Boerne is a nonprofit organization, it considers COPPA to provide sound advice for any website that is intended for use by children. For this reason, the City does not knowingly collect or solicit any personally identifiable information from children under thirteen (13) years of age without verifiable parental consent.

In the event that the City receives actual knowledge that it has collected such personal information without the requisite and verifiable parental consent, the City will delete that information from its database as quickly as is practicable. With respect to any form interface that appears on a webpage at the City website, no information will be knowingly collected from any user under the age of thirteen (13). For more information about COPPA, please see the Federal Trade Commission's website: <http://www.ftc.gov/>.

Monitoring and Use of Aggregate Personal Information

The City reserves the right to monitor and edit personal information about its users, including information about the use of website activities and services, the contents of users' emails and messages for internal purposes, and when necessary, to disclose to law enforcement personnel, and/or the employer and/or Internet Service Provider of a user that is not in compliance with the Terms of Use Agreement or this Privacy Policy. Without disclosure of personal information about individual users, the City may provide aggregate statistics about its users, traffic patterns and related website information to Advertisers, reputable Third Party vendors or marketing companies.

This website licenses Third Party ad-server software to provide banner advertising on the website. The City will place cookies on your computer that collect personal information, monitor your website or Internet usage via this software and such information will be collected, used, and stored in the same manner that other personal information is collected on this website. The Third Party software licensor does not have access to your personal information. The City may share aggregated data and log data with Third Parties for industry analysis, demographic profiling or other purposes.

Security

The City maintains industry standard encryption technologies to ensure the security, integrity and privacy of the personal information that you provide through the website. Please keep in mind, however, that no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, the City cannot guarantee the security of any information you transmit using its website, and therefore, it is important to remember that you transmit such information at

your own risk. The City does not assume responsibility for use or disclosure of your information that are the result of unauthorized or illegal access to the City systems or to those of its vendors or partners.

Contacting the City

If you have questions or concerns about this Privacy Policy, to change or delete your personal information or any of the City's use of your information, please contact the City at (830) 249-9511. Please note that after the City processes a change or deletes your personal information from active City systems and databases, it is possible that non-active residual copies of your information may still exist in City systems and on archive or backup media.

END OF PRIVACY POLICY
May 2023