



Privacy Policy

Our Commitment to Privacy

The privacy of our website users is important to the City of La Crosse. This Privacy Policy provides information on how an individual's personal information will be protected. In addition, it explains our online information practices and how information is collected during your visit to the [cityoflacrosse.org](http://www.cityoflacrosse.org). While visiting the [cityoflacrosse.org](http://www.cityoflacrosse.org), information that is not readily identifiable to an individual is automatically collected and stored solely to improve the material found on our website as well as to understand how people are using our services. In addition, there are records the City maintains that are accessible to internet users. This notice can be found on our website located at www.cityoflacrosse.org.

To prevent unauthorized access, maintain data accuracy, and to ensure the correct use of information provided by website users, the City of La Crosse has put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information it collects.

Public Disclosure

The State of Wisconsin has laws that ensure that government is open and that the public has a right to access appropriate records and information in local governments' possession. At the same time, there are exceptions to the public's right to access public records provided by both state and federal laws. These exceptions include the privacy of individuals. Any information collected at this site becomes public record and may be subject to inspection and copying by the public, unless an exception in the law exists. For further information on this particular issue, please see §19.35 and §19.36, Wis. Stats., and City of La Crosse Municipal Code 2.36.

In the event of conflict between this Privacy Notice and the Wisconsin Public Records Law or other law governing the disclosure of records, the Wisconsin Public Records Law or other applicable law will control.

Personal Information

"Personal information" is information about an individual that is readily identifiable to that specific individual. Personal information includes identifiers such as an individual's name, social security number, address and phone number. An IP (Internet Protocol) address or domain name is not considered personal information.

No personal information will be collected from you unless you voluntarily participate in an activity that asks for information (e.g. sending an e-mail, participating in a survey, or registering for an activity). If you choose not to participate in these activities, your choice will in no way affect your ability to use any of our online services.

Any personal information provided may be protected by state law and the Federal Privacy Act of 1974. However, this information will be considered a public record once you provide it and may be subject to the public records law.

You can review the personal information collected about you and you may recommend changes to your personal information you believe in error by submitting a written request that shows the error. If you believe your personal information is being used for a purpose other than what was intended when submitted, you may contact us. In all cases, we will take reasonable steps to verify your identity before granting access or making corrections. See Contact Information section.



Information Services

400 La Crosse St., La Crosse, WI 54601 • (608) 789-8227 • Fax: (608) 789-8224
<http://www.cityoflacrosse.org> ist@cityoflacrosse.org

The Information We Collect

With minimal exception, this policy governs all information collected on or submitted to the City of La Crosse website. In some areas of the City website, citizens and visitors can order goods or services, make information requests, or access links to other public information resources. The types of personal information the City collects at various points in the City website include:

- Personal and/or business names
- Addresses
- Email addresses
- Telephone numbers
- Fax numbers
- Specific information to describe a complaint or request information
- Credit/Debit card information
- Parking ticket identification numbers
- Permit identifications

The primary reason that we collect and maintain this information is to serve you and administer the activities and services provided by the City. The information may not be limited to text characters, but may include video, audio or graphic formats you provide to us. The information is retained in accordance with the Wisconsin Public Records Law.

The Way We Use Information

Information you provide over one or more of the internet services on www.cityoflacrosse.org is used only for the purpose designated and is then provided to the appropriate City department. The City does not sell, disclose or share this information with outside parties except to the extent necessary to complete the transaction or registration requested.

Our Commitment to Data Security

In the future, customers will be able to transact financial business with the City through various e-commerce applications developed by the City Information Services. To protect this information, the City of La Crosse has taken many steps to safeguard the integrity of its telecommunications and computing infrastructure, including but not limited to credit card verification services, up-to-date encryption technologies and routine testing.

Password Information

Username and passwords or PINs may be required to access an online service offered by the City of La Crosse. No representative of the City of La Crosse will request a user to reveal his/her username, password or PIN, nor will this information be shared with or disclosed to any other person unless required to do so by law. However, online systems may offer the built-in capability to securely assist users who have lost or forgotten their PIN or password.

Credit Card Information

The City of La Crosse does not save credit card information. The information collected during the purchase of a good or service is used only for the duration of the transaction and will not be permanently retained.

Cookies

What are cookies? Cookies are small pieces of information, which may include an anonymous unique identifier that is sent

2/25/09



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to your browser from a website's computers and may either be used only during your session or may be stored on your computer's hard drive. Cookies can contain information about a website that transfers to your hard drive for record-keeping of your movement throughout a website. Cookies may make web surfing easier for you by saving your preferences while you are at our site. A website that has a cookie can only access those cookies it has sent to you; it cannot access cookies sent to you by other sites.

IP Addresses

An IP address is a number that is automatically assigned to your computer whenever you are surfing the web. Web servers -- the big computers that "serve up" Web pages -- automatically identify your computer by its IP address. IP addresses are often used to track a user's session. The City of La Crosse does not collect IP addresses.

Email

Email messages sent to any City of La Crosse address or other electronic information requests sent to the City's website will be treated the same as any other form of written communication, and will be maintained in accordance with the Public Records law. The email address will only be used to:

- Respond to the request.
- Forward the request to the appropriate agency.
- Communicate updates to the page that may be of interest to you at your request.
- Provide City web designers with valuable customer feedback voluntarily provided to improve the Web site.

Disclaimer

Cityoflacrosse.org has links to other websites. These include links to sites operated by other government agencies, nonprofit organizations and private businesses. When you link to another site, you are no longer on cityoflacrosse.org and this Privacy Policy will not apply, rather the Privacy Policy of the new site will take effect.

Contact Information

To offer comments about cityoflacrosse.org, or to comment about the information presented in this Privacy Policy, please contact the City of La Crosse [Information Services Department](#).

2/25/09