OrangeBoy

OrangeBoy, through its Savannah platform, provides public libraries a means of aggregating critical usage trends and targeting specific customer groups. Using this capacity, libraries may improve the scope and nature of services and expand customer engagement. Savannah permits libraries to achieve these goals within the context of their community's privacy concerns. Each community judges this concern differently, and Savannah possesses the flexibility to address these. It requires no pre-set data configurations, allowing libraries to define a comfortable mix for themselves.

Our corporate philosophy places transparency as the paramount concerns. It encourages customers to carefully explain the data they collect, how they use that information, and give library users the choice of not participating. Savannah tools, such the subscription center, for example, allows library users to delineate their level of participation.

Site Maintenance and Security

The library authorizes OrangeBoy to enter the library's site to conduct maintenance and aggregate information to compare platform members. This access does not imply or infer a transfer of rights to your data.

OrangeBoy adheres to this practice and the following security measures:

- Provide regular routine maintenance, including scheduled software updates (during off-peak business hours), monitoring, and data security.
- Host data using Microsoft Azure's East US location in Virginia, and maintain separate Client databases to provide additional security against unauthorized attempts at accessing another client's data.
- Restrict access to database services by IP address, and manually grant access to every host.
- Use SSL certificates to enable user access via a web browser.
- Employ a 2 factor authentication system for OrangeBoy staff to access the Azure infrastructure.
- Conduct review of remote access logs are reviewed weekly by senior IT staff.
- Conduct routine data and information security compliance training of its personnel that is appropriate to their role.
- Develop and maintain detailed document of the IT infrastructure, including software versions and patch levels.
- Perform background checks of its employees that verify employees' personal identity and employment status.
- Provide and maintain secure communication paths that ensure the confidentiality, integrity and availability of information.
- Deploy and maintain IT system upgrades, patches and configurations.
- Provide for the timely detection of, response to, and reporting of security incidents, with notification to Client within one (1) hour of detecting a security incident that results in the

unauthorized access to or the misuse of confidential data and information.

Confidentiality
Based on current terms in current agreement, OrangeBoy shall not reveal to any third party or make use of for its own benefit any non-public or confidential information submitted by Client to OrangeBoy or Savannah, including non-public or confidential customer list(s) or customer usage data. For clarity, "non-public or confidential information" shall not include: (1) any information that has become generally available to the public or Client's industry through no fault of OrangeBoy; (2) any information independently developed by OrangeBoy; (3) any information obtained by OrangeBoy through a source having no obligation to keep the information confidential; or (4) any information required to be disclosed by applicable law; or (5) "industry insights," as described below

Industry Insights
OrangeBoy may derive insights about the library industry from its processing, aggregation, and analysis of data submitted by Client. The parties hereby agree that OrangeBoy shall have the right to use, apply, and disseminate any such insights as it sees fit, except: (1) where otherwise stated in this Agreement; (2) where such use, application, or dissemination would personally identify any of the Client's customers; or (3) where such use, application, or dissemination would constitute a willful violation of any privacy rights of any of the Client's customers.

Data Sources
The library determines what data to import into Savannah, as well as the fields used in each data type. Some libraries omit first and last name of customer to de-identify individuals, as is true in the case of the San Jose Public Library.

In terms of user activity, the standard data format identifies the type of activity and the location in which the activity was performed (for example, PC use, downloaded an e-book, checked out a children's item), but not the specific use (website history, book titles, etc.) Under no circumstances does OrangeBoy receive titles or web browsing history for any individual.

Data Responsibility
Client understands and agrees that it has the responsibility to input valid, accurate data into Savannah and that failing to do so may result in invalid or inaccurate analysis or results. OrangeBoy accepts no responsibility for invalid or inaccurate data provided by Client.   Client is responsible for ensuring that any data submitted to OrangeBoy or Savannah is consistent with Client's privacy policies and applicable laws. OrangeBoy assumes no responsibility for data submitted by Client that violates the Client's privacy policies or applicable laws.

Site Administration and Access:
The library is responsible for setting up and maintain access to Savannah based on staff role and user controls. If requested by the library, OrangeBoy Support has the ability to set up logins and reset passwords.

E-Mail Messaging
The library is solely responsible for the messaging practices employed, including content, recipients, frequency, etc. By default, e-mails lists are configured to omit anyone signifying their age to be less than 14 years.

If the library employs an "Opt-In" Messaging strategy, only those library users who voluntarily sign up to receive library e-mails will receive them.

If a library user unsubscribes after receiving an e-mail sent through Savannah, they will be permanently removed from receiving future e-mails, unless someone at the library restores his or her unsubscribe status to subscribe.