



INNOVATION AND TECHNOLOGY DEPARTMENT

CITY HALL
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CUPERTINO.ORG

Internet Privacy Policy Last updated December 14, 2021

The City of Cupertino (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Internet Privacy Policy explains how we collect, use, disclose, safeguard, and retain your information when you visit our websites or mobile applications (the “Application”). Please read this Privacy Policy carefully. **IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THE APPLICATION.**

WE WILL USE REASONABLE EFFORTS TO PROTECT YOUR PERSONAL INFORMATION, BUT PLEASE KEEP IN MIND THAT NO ONE CAN COMPLETELY GUARANTY THE SECURITY OR PRIVACY OF ANY INFORMATION THAT IS TRANSMITTED VIA THE INTERNET.

We reserve the right to make changes to this Privacy Policy at any time and for any reason in our sole discretion. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted.

This Privacy Policy does not apply to the third-party online/mobile store from which you install the Application or make payments, including any in-game virtual items, which may also collect and use data about you. We are not responsible and assume no liability for the acts or omissions of any such third party or any of the data collected by any such third party.

COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect via the Application depends on the content and materials you use, and includes:

City Online Services

When you utilize services on our websites you may provide personal information when, for example, you sign up for a class, apply for a permit, renew your business license, schedule inspections, or otherwise request for services or information.

Geo-Location Information

We may request access or permission to and track location-based information from your mobile device, either continuously or while you are using the Application, to provide location-based services. If you wish to change our access or permissions, you may do so in your device's settings.

Mobile Device Access

We may request access or permission to certain features from your mobile device, including your mobile device's [Bluetooth, calendar, camera, contacts, microphone, reminders, sensors, SMS messages, social media accounts, storage,] and other features. If you wish to change our access or permissions, you may do so in your device's settings.

Mobile Device Data

Device information such as your mobile device ID number, model, and manufacturer, version of your operating system, phone number, country, location, and any other data may be collected assuming you choose to provide.

USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Application to:

- Assist law enforcement and respond to subpoena.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Increase the efficiency and operation of the Application.
- Monitor and analyze usage and trends to improve your experience with the Application.
- Notify you of updates to the Application.
- Offer new products, services, mobile applications, and/or recommendations to you.
- Perform other business activities as needed.
- Request feedback and contact you about your use of the Application.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.

- Solicit support for the Application.
- Perform other activities of which we may specifically advise you from time to time

DISCLOSURE OF YOUR INFORMATION

We do not sell or rent your personal information and only share personal information with third parties if there is a legitimate institutional need to do so. Your information may be disclosed as follows:

Third-Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, data analysis, email delivery, hosting services, customer service, and marketing assistance.

Marketing Communications

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information during your use of the Application.

RETENTION AND DESTRUCTION OF PERSONAL INFORMATION

We will retain an individual's personal information for as long as there is a legitimate need to do so and in accordance with our [Records Retention and Disposition Policy](#) and applicable federal and state law. Retention periods vary and are established considering our legitimate interests and all applicable legal requirements.

TRACKING TECHNOLOGIES

Cookies and Web Beacons

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Application to help customize the Application and improve your experience. When you access the Application, your personal information is not collected using tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies but be aware that such action could

affect the availability and functionality of the Application. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

Website Analytics

We may also partner with selected third-party vendors, and others, to allow tracking technologies and remarketing services on the Application through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Application, determine the popularity of certain content, and better understand online activity. By accessing the Application, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

CONCERNS AND CONTACT INFORMATION

If you have any concerns or questions about this notice or how your personal information is used, please contact us at webmaster@cupertino.org. We will attempt to promptly address any concern you may have about our data collection and use policies.

For questions regarding this Internet privacy policy, please contact our Chief Technology Officer:

City of Cupertino CTO

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Cupertino, CA 95014

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