

West Virginia Executive Branch Privacy Policy: Notice

Using Layered Privacy Notices

QUESTION:

What is a layered privacy notice?

ANSWER:

The Executive Branch Privacy Notice Policy encourages the use of short form or “layered” privacy notices. Layered notices enable us to communicate effectively by providing short statements about privacy in places where a long privacy notice would not be practical. Layered notices also help us be efficient because they can be used to answer the most common and important questions that individuals have about our handling of their private information (PI).

Departments may use three types of layered privacy notices:

- Very short privacy notices (Layer 1) – A very short statement that provides only the reason that PI is being collected and the contact information for the Department. This type of notice is used when space is very limited, such as on a data collection form. For example, on a web inquiry form you might include the following very short privacy statement:

“We are collecting your email address and phone number in case we need to contact you about this matter. To read our full privacy notice, [click here](#).”

- A privacy notice summary or “highlights” (Layer 2) – A one page privacy template that provides basic information about the PI collected, the uses and sharing of the PI, individual rights (such as choices and access options), and other important information and contact information. For example, here is the notice summary that is posted on many Executive Branch websites.

<p>STATE OF WV Executive Branch PRIVACY NOTICE SUMMARY OF NOTICE</p>	<p>SCOPE CLICK HERE FOR MORE INFORMATION This Summary of Notice highlights the State of West Virginia and the Executive Branch Departments' Privacy Notice. This notice and the full privacy notice apply to those West Virginia Executive Branch Departments' websites and services that display or link to this notice.</p>
<p>PERSONAL INFORMATION CLICK HERE FOR MORE INFORMATION We collect information you choose to give us, such as your e-mail or mailing address. We use cookies and other internet technologies to help manage our websites. We do not use cookies to collect or store your personal information. The information we collect may be combined with information obtained from other Executive Branch Departments' websites and services.</p>	
<p>USES OF INFORMATION CLICK HERE FOR MORE INFORMATION We use personal information you provide for purposes that match the reasons you provide it for or other uses and disclosures which are reasonably anticipated based on the circumstances. We may share your information with other state and federal agencies as well as others we have hired to assist us, that match the reason you provide it or as required by law (such as for Homeland Security purposes). We may share non-personal information for purposes related to improving the website.</p>	
<p>YOUR RIGHTS & CHOICES CLICK HERE FOR MORE INFORMATION</p> <ul style="list-style-type: none"> You have the right to review the personal information you provide us, and to fix or update that information if it is wrong or outdated. If you have consented to an electronic exchange of information, you may cancel that consent by following the instructions in the e-mail you receive. 	<p>HOW TO CONTACT US For more information on our privacy requirements and practices go to: Privacy Program.</p> <p>To contact us with a question you may have, write us at: Privacy Office 100 Dee Drive Charleston, WV 25311-1600</p> <ul style="list-style-type: none"> To read our full privacy notice, click here.
<p>IMPORTANT INFORMATION CLICK HERE FOR MORE INFORMATION We collect non-personal information such as your browser type, operating system, and web pages visited. As a State Agency, we may have to provide information you give us if we receive a Freedom of Information Act request, subpoena or court order and no other law protects your information from being disclosed. As a State Agency, we may have to provide information to law enforcement. We will not knowingly collect personal information from children without a parent's consent. For more information on how to help protect your computer, personal information and your family online visit the following link: [Office of Technology or Office of Attorney General]</p>	

- The complete privacy notice (Layer 3). Individuals always receive the complete notice when they want more information or when required by law.