City of Arcadia Online Privacy Policy

Privacy Policy

The **City of Arcadia, Wisconsin**, values the trust of our residents, businesses, and visitors. We are committed to protecting your privacy while providing reliable online services and access to local government information. This Privacy Policy explains how information is collected, used, stored, and protected when you visit the City of Arcadia website or interact with City services online.

By using the City's website and online services, you agree to the practices described in this policy.

Information We Collect

The City of Arcadia may collect information that you voluntarily provide when you:

- Submit a contact form
- Pay utility bills online
- Apply for permits or licenses
- Sign up for newsletters or emergency notifications
- Request information or City services
- Communicate with City staff electronically

This information may include:

- Name
- Address
- Email address
- Telephone number
- Utility account information
- Payment information
- Property-related information
- Other information necessary to provide City services

The City may also automatically collect certain technical information when visitors use the website, including:

- Internet Protocol (IP) address
- Browser type and version
- Device information
- Date and time of access
- Pages visited
- Referral websites

This information helps us improve website performance, monitor security, and better understand how residents use online services.

How We Use Information

Information collected by the City of Arcadia is used solely for legitimate governmental purposes, including:

- Providing services requested by residents and customers
- Administering utility accounts
- Processing permits, licenses, and applications
- Responding to questions and service requests
- Sending notices, alerts, and public information
- Improving City operations and website functionality
- Maintaining public records as required by law
- Protecting City systems from fraud and unauthorized access

The City does not sell, rent, or distribute personal information.

Public Records

As a Wisconsin municipality, the City of Arcadia is subject to the **Wisconsin Public Records Law**. Information submitted to the City, including emails, applications, forms, and other communications, may become a public record and may be disclosed upon request unless specifically protected by state or federal law.

Residents should understand that communications with the City may be retained and disclosed in accordance with applicable public records requirements.

Sharing Information

The City of Arcadia may share information with third-party service providers that assist in delivering municipal services, including:

- Online utility payment processors
- Software and website providers
- Engineering and planning consultants
- Emergency notification services
- Technology support vendors

These providers may access information only as necessary to perform services on behalf of the City and are required to maintain appropriate security measures.

The City may also disclose information when required by law, court order, lawful investigation, or governmental regulation.

Cookies and Website Analytics

The City website may use cookies and similar technologies to improve website performance and user experience.

Cookies allow the website to remember preferences and assist with navigation. Users can disable cookies through their browser settings; however, some website functions may not operate properly.

Website analytics may be used to understand website traffic and service usage trends. Analytics data is generally collected in aggregate form and is not used to personally identify visitors.

Online Payments

The City of Arcadia utilizes secure third-party payment processing services for online utility payments and other transactions. Financial information submitted during payment transactions is processed through secure systems designed to protect sensitive information.

The City does not have access to credit card, debit card, checking account or savings account information provided to the third-party payment processor.

Information Security

The City of Arcadia employs administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, alteration, disclosure, or destruction.

While reasonable efforts are being taken to secure information, no internet transmission or electronic storage system can be guaranteed completely secure. Users should exercise caution whenever transmitting information online.

Links to Other Websites

The City website may contain links to external government agencies, community organizations, economic development partners, tourism organizations, and other resources. The City of Arcadia is not responsible for the privacy practices or content of external websites.

Visitors are encouraged to review the privacy policies of any website they visit.

Children's Privacy

The City of Arcadia does not knowingly collect personal information from children under the age of 13 through its website unless such collection is necessary for participation in a City-sponsored program and is authorized by a parent or guardian.

Changes to This Policy

The City of Arcadia may update this Online Privacy Policy periodically to reflect changes in technology, legal requirements, or municipal operations. Any updates will be posted on this page with a revised effective date.

Contact Us

Questions regarding this Online Privacy Policy may be directed to:

City of Arcadia
Attn: City Clerk
945 S. Dettloff Drive
Arcadia, Wisconsin 54612
Phone: (608) 323-3359

Adopted by the Arcadia City Council by a 6-0 vote on 11/18/2026

Effective Date: 11/19/2026

John Kimmel, Mayor

Attest: Angela Berg, City Clerk