

The Library seeks to pilot Analytics on Demand, a data analysis product from Gale/Cengage Learning. Gale, a part of Cengage Learning, is a leading publisher and aggregator of educational content, tools, services, and resources for libraries. The total cost of the product is approximately \$10,000 a year.

Analytics on Demand is a planning and performance measurement tool from Gale/Cengage Learning. It works by producing library user and non-user population profiles and numbers in defined geographic areas. Population data is analyzed in the aggregate, in geographic units no smaller than a census tract. Saint Paul Public Library's thirteen branch service areas are composed of groups of census tracts.

One of the sources of information for Analytics on Demand is Experian Marketing Solutions, which will provide Analytics on Demand with consumer data. Implementing Analytics on Demand requires the Library to enter into an agreement with Experian regarding the confidentiality of Experian's data and limiting the use of the data to the Analytics on Demand service.

Analytics on Demand is an automated report writing software tool. Library data stays with the Library; no library data is sent to or shared with Gale/Cengage Learning or other parties. Data uploaded to Analytics on Demand is encrypted. Once a report is generated, the data is automatically deleted. Patron privacy is protected, and the data uploaded to Analytics on Demand is anonymous. No patron names or titles of borrowed materials are uploaded.

The proposed end user agreement with Experian requires that the Library indemnify Experian (paragraph #8) and agree that agreement will be governed by the laws of Illinois (paragraph #10). The Library believes these requirements are reasonable given the nature of the service and the valuable public purpose of the pilot project.