



#### Policy Type

|                                    |                    |
|------------------------------------|--------------------|
| <b>Policy Title:</b>               | Online Privacy     |
| <b>Policy Number:</b>              | 2105               |
| <b>Date Adopted:</b>               | February 8, 2023   |
| <b>Version:</b>                    | 1.0                |
| <b>Review Cycle:</b>               | Bi-Annually        |
| <b>Date Last Reviewed:</b>         | New                |
| <b>Office Responsible:</b>         | Marketing          |
| <b>Reviewing Committee:</b>        | Leadership Council |
| <b>Related Policies:</b>           | N/A                |
| <b>Related Laws:</b>               | N/A                |
| <b>Related Code of Regulation:</b> | N/A                |

#### **Policy Summary:**

Jackson College is required to have an online privacy policy listed on our website that informs users that we are tracking their geographic/demographic data through cookies on their devices.

#### **Policy Statement:**

##### **Website Purpose**

Jackson College provides this website (“Site”) to students, prospective students, faculty, staff, alumni and visitors of the Jackson College electronic community for legitimate academic and administrative pursuits as outlined by the College’s mission statement. Jackson College is committed to safeguarding the privacy of personal data in compliance with federal and state laws, as well as JC policy. This privacy statement outlines the collection, use and disclosure of information provided to the College through this Site and its other associated online services available for students, applicants, employees and alumni.

##### **Consent**

Your use of this Site is subject to all applicable state and federal laws, as well as general College policies. When you submit information to Jackson College, or you use this Site and other services, you consent to the collection, use and disclosure of that information as described in this Online Privacy Statement. If you provide information directly to Jackson College from a location in one of European Union (EU) member states or European Economic Area (EEA), you consent to the transfer of your personal information outside the EU/EEA to the United States.

##### **What information do we collect?**

This Site collects two types of information: (a) information that is collected automatically when you visit this Site through cookies, third party tracking technologies, and log data; and (b) information you voluntarily provide to the College as a component of our services, which may include personal information (such as your name, address, e-mail address, etc.).

##### **Cookies**

This website uses “Cookies” to help manage web site activity. A cookie is a piece of data sent to your browser from a web site and stored locally on your computer that is either maintained only for the duration of a particular session visit or is stored on the user’s computer to support future visits. This Site uses cookies for two main purposes: (a) to carry information about your current session as you move from one web page to the next, which also allows account holders to utilize single sign-on to automatically login to other Jackson College websites; and (b) to identify

you on return visits. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, if you do not accept cookies, you may not be able to use some portions of our Site.

### **Google Analytics**

Jackson College has implemented [Google Analytics Demographics and Interest Reporting](#). You can [opt-out](#) of Google Analytics using the [Google Analytics Opt-Out Browser Add-on](#). We will use any data provided by Google Analytics Demographics and Interest Reporting to develop our website and content around our users' interests. This data is only provided to us anonymously in bulk without personally identifiable information and we do not attach or attempt to attach any of this data to individual personally identifiable information.

### **Log Data**

We collect informational data ("Log Data") related to the transactions performed by your computer and browser whenever you visit our Site. This Log Data includes information such as your computer's Internet Protocol ("IP") address, operating system and browser type and version, the pages of our Site that you visit, any files downloaded, the time and date of your visit, the time spent on those pages, any errors encountered and other statistics. This information is collected to assist in diagnosing any server problems, site and security administration, identifying the most popular areas of the site, and determining the sites effectiveness.

### **Voluntary or Personal Information**

Jackson College is an institution of higher education and as such we must collect certain "Information" about you, including Personal Identifiable Information (and certain Sensitive Information, as defined in the European Union's General Data Protection Regulation), as a component of certain academic and administrative processes and responsibilities. The College will only collect personal information that you knowingly and voluntarily provide by, for example, applying for admission, enrolling in College courses, seeking employment at the College, or are alumni of the College. The information collected, transmitted and processed by the College is subject to Jackson College's [Information Security Policy](#).

### **Links**

The site may contain links to other Internet Web sites that may or may not be owned or operated by Jackson College. Unless otherwise explicitly stated, the College is not responsible for the privacy practices or the content of such sites, including such sites' use of any information collected when visitors to the site click through links to those sites.

### **Changes to Privacy Statement**

We reserve the right to alter or amend this privacy statement at any time and without prior notice.

### **Disclaimer**

Neither Jackson College, nor any of its units, programs, employees, agents or individual trustees, shall be liable for any improper or incorrect use of information obtained through the use of this website.

### **Questions and Feedback**

Your questions, comments and concerns are always welcome. If you have any questions about this privacy statement you can contact: [webmaster@jccmi.edu](mailto:webmaster@jccmi.edu).

**Change Log**

| <b><u>Date Of Change</u></b> | <b><u>Version</u></b> | <b><u>Description of Change</u></b> | <b><u>Responsible Party</u></b> |
|------------------------------|-----------------------|-------------------------------------|---------------------------------|
| 02/08/2023                   | 1.0                   | Initial Release                     | C Allen                         |
|                              |                       |                                     |                                 |
|                              |                       |                                     |                                 |
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