

# Web Privacy Policy

Welcome to the San Juan College (SJC) website. Protecting the privacy of visitors to our website is important to us. This policy was developed to accomplish the following:

- To educate users of our site about privacy topics relevant to the web
- To inform users of the standards and guidelines employed on the SJC public website to protect their privacy

SJC complies with all state and federal regulations including but not limited to, Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA), which prohibits the release of health and education records without student permission. For more information, view the US Department of Health and Human Services HIPAA website (<https://www.hhs.gov/hipaa/for-individuals/guidance-materials-for-consumers/index.html>) and Department of Education FERPA website (<https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>).

San Juan College maintains its websites on a continual basis, but it does not represent or guarantee that all information provided is accurate, complete, or current. San Juan College renounces any and all liability for claims or damages that may result from its websites or information contained within it, including any third-party websites linked to or from San Juan College websites, the third-party providing the information holds the responsibility. Links from San Juan College websites in no way imply endorsement of those sites by San Juan College.

This privacy policy covers any sites hosted on the sanjuancollege.edu domain and any subdomains.

## Information Used or Gathered on the SJC Website

Every effort is made to ensure that confidential information is secure and that any information gathered is used appropriately. The following describes what information is used or collected and how it is protected.

### Personal Information:

SJC collects Personally Identifiable Information (PII) only when the visitor provides this information directly to SJC, such as by voluntarily submitting a form, creating an account, registering for classes, responding to surveys, or completing the online admission application. SJC may also collect information through voluntary interaction with SJC's social media platforms.

SJC may use PII to communicate with you about academic programs, events and other news at SJC. SJC may partner with outside vendors to provide certain services on our behalf, such as

but not limited to, email and mail distribution, fulfillment and shipping. These third-party vendors will have access to the information needed to perform their functions but may not use that information for any other purpose.

Any time that a user logs into SJC resources with their SJC account, the username and password entered are secured. Similarly, any transfer of private information on SJC websites is secure. This means that any data sent from the user's internet browser to SJC servers and cloud software (and vice versa) is encrypted.

### **Information Used to Analyze Web Traffic Patterns:**

San Juan College uses Google Analytics to collect various data about visitors to SJC websites. It is only used to assist San Juan College in determining areas of interest and usability of SJC websites. Examples of this information include, but are not limited to:

- The IP address from which you access our website.
- The name of the domain from which you access our website.
- The pages, files, documents, and links that you visit.
- The type of browser that you used to access our website.
- The date and time you accessed our website.
- The website address that referred you to our site by clicking on a link.

### **Cookies:**

Cookies are small files that are downloaded to your device when you visit a website. These files are used to improve the user's experience on a site or customize information for individual users. Cookie data is not used to collect personally identifiable information of visitors to SJC websites. San Juan College uses Google Analytics, Google Advertising, Google Signals, Google Tag Manager, Google Search Console, and other relevant Google Analytics Advertising Features. To learn more about Google Analytic Cookies or Google Advertising Cookies visit the Google Analytics Safeguarding Your Data webpage (<https://support.google.com/analytics/answer/6004245>). Users have the option to opt-out and can read more on the Google Analytics Opt-out process webpage (<https://tools.google.com/dlpage/gaoptout/>).

### **Remarketing and Conversion Pixels:**

Remarketing and conversion pixels are placed on San Juan College's website for the use of digital advertisements, including in-app advertisements and paid keyword searches. In addition, these pixels allow San Juan College to advertise to past website visitors. San Juan College's digital advertisements are served to users through third-party vendors (including, but not limited to, Facebook and Google AdWords) and ads may be seen on sites across the Internet. These third-party vendors may use cookies to serve you more relevant advertisements based on information about your visit to our website or other websites.

Visitors to the San Juan College website can opt-out of third-party vendors' use of cookies through the Network Advertising Initiative opt-out feature (<https://optout.networkadvertising.org/>).

### **Chat Feature:**

SJC makes some chat features available to its users. Any information shared through a chat feature could become public information. Therefore, please do not disclose any personal information in these areas.

### **Surveys:**

A number of surveys may be found on SJC websites at any time. Unless indicated otherwise, any confidential information gathered in a survey is only used for the purposes of the research being conducted. Unless otherwise noted, responses given in a survey are not connected to individual users in any way. Aggregate data from surveys may be shared with external third parties.

### **Contact Information**

For any questions regarding San Juan College's Privacy Policy, please email Marketing and Public Relations at [PR@sanjuancollege.edu](mailto:PR@sanjuancollege.edu).