

# Web Privacy Statement

## Introduction

Welcome to the San Juan College (SJC) website. Protecting the privacy of visitors to our website is important to us. This statement was developed in order 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 for the purpose of protecting their privacy

SJC does not actively share any information collected about our users through the SJC website. SJC also complies with the Family Educational Rights and Privacy Act (FERPA), which prohibits the release of education records without student permission. For more information about FERPA, please see <http://www.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. A link from San Juan College websites in no way implies endorsement of that site 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

Confidential user information can be found in use on SJC websites by hosted applications, such as online registration systems. Information about a user's computer is also gathered for the purpose of analyzing web traffic patterns. In each of these cases, 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.

## Private Information, Logins, and Secure Data Transfer

All user information collected or used on SJC websites is considered private and is in no case shared with any other organization or entity, educational or otherwise. Also, any time that a user uses his or her SJC account to log in to access network resources, the username and password entered are secured using Windows Integrated Authentication. Similarly, any transfer of private information on SJC websites is secured using Secure Socket Layers (SSL). This means that any data sent from the user's internet browser to our servers (and vice versa) is encrypted and thus protected from loss of integrity.

## Information Used to Analyze Web Traffic Patterns

San Juan College uses Google Analytics to collect various pieces of data about visitors to SJC websites. It is only used to assist content managers in determining areas of interest and usability of SJC websites. Examples of the kind of indicators drawn from this information include which pages are most visited, what paths are most commonly taken to a particular area or page of the site, and what times of the day are busiest for web traffic.

## Cookie

Cookies are small files placed on user's computers by web servers. These files are used to improve the user's experience on a site and/or customize information for individual users. Cookie data is not used to collect personal identifiable information of visitors to SJC websites. San Juan College uses Google Analytics and Google Advertising cookies. To learn more about Google Analytic Cookies or Google Advertising Cookies visit [Google Analytics Safeguarding Your Data webpage](#). Users have the option to opt-out and can read more about the opt-out process at [Google Analytics Opt-out process](#).

## Remarketing or Conversion Pixel

Conversion pixels are used in San Juan College digital advertisements, including in-app advertisements and paid keyword searches. The conversion 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. Visitors to San Juan College websites can opt-out of third-party vendor's use of cookies through the [Network Advertising Initiative opt-out feature](#).

## IP address

The IP (Internet Protocol) address represents a computer's virtual location on the network. It is used to determine if a page was accessed from inside or outside our campus network as well as help determine the geological area from which the page was accessed.

## Requested page

This information identifies exactly what page or resource was requested. This information is most often tallied to get a hit count for a particular web page or resource.

## Browser used

This piece of information lets developers know what browsers are being employed by users. This allows them to improve the cross-platform performance of websites and applications.

## Date and time

Used to determine exactly when a particular request was made.

## Other Information Collected by the SJC Website

User preference information can be collected by SJC-hosted applications. This information is either stored on the server as a session object or on the user's computer as a cookie. In both cases, the information collected is used only to facilitate the user's efforts within the particular application and to improve their experience. In no case is this information distributed to any agency outside the college.

## Chat Feature

SJC makes some chat features available to its users. Any information shared through a chat feature could become public information. Therefore caution should be exercised when deciding to 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 used only for the purposes of the research being

conducted. Also 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 this institution's privacy policy, please email the ITC Help Desk at <mailto:otshelpdesk@sanjuancollege.edu>.