

# *Privacy Policy*

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Virginia Marti College is committed to protecting your privacy when you visit our websites. We want you to know what information is collected, how we use that information, and how you can update it. The College reserves the right to append or otherwise modify this privacy statement at any time, so please re-visit this page occasionally to check for updates.

## **Information We Collect**

Virginia Marti College collects various types of information from our visitors so we can adjust our site to meet our users' needs and expectations. Some of this information is collected automatically through cookies and other information is collected when you register for any of our online services.

## **Information Collected Automatically**

The types of information your browser or Internet session automatically sends us each time you visit one of our sites, which we automatically collect, include:

- Your browser, e.g., Internet Explorer® or Netscape®
- Your Internet domain, e.g., AOL®, EarthLink®, etc.
- Your computer's operating system, e.g., Windows®, Macintosh®, UNIX®, Linux®
- Your navigation path, i.e., the URLs of where you come to our site from, which of our pages you visit, and where you go as you leave
- Your IP address

This information lets us see how users are finding our sites and tells us which pages are visited the most often so we can make our websites more useful.

## **Information You Provide to Us**

In addition to information automatically collected by your browser, Virginia Marti College also collects information that you provide when you register for an online service and request information regarding one of our programs.

- *Via Registration Sites*  
The College's registration sites, such as our library, and the student and faculty websites, require visitors to provide contact information and/or unique identifiers when they register. Information collected may include a user's name, address, e-mail address, as well as unique identifiers, such as their Social Security number. Contact information is used to contact our visitors if necessary. Unique identifiers are utilized to verify the user's identity prior to granting visitor access to some of the services available online.
- *Via Information Request Sites*  
Many of our sites provide users the opportunity to request information from the College. These information request sites require users to provide the College with contact information, as well as information about their interest in Virginia Marti College. Contact information is used to send information about Virginia Marti College to the customer

requesting that information. Customer interest information is collected to determine what information the customer wishes to be sent.

- *Via Survey Sites*  
Many of our sites also allow users to let the College know how we're doing. Our survey sites, such as feedback on the student and faculty websites and comments to the chair, request customers to provide contact information as well. The contact information that's collected is used to contact the customer, if necessary.

## How We Use This Information

We use the information we automatically collect to help us better plan our website to meet your needs. Information you provide to us is used for marketing purposes, and may result in follow-up communications, to personalize your experience (your information helps us to better respond to your individual needs), and to improve customer service.

## Your Rights, Our Obligations

- Virginia Marti College does not sell or rent any personal data submitted by visitors to our site to any third parties. The company respects the privacy of users visiting our College sites and will abide by all applicable laws concerning the release of personal information.
- On occasion, we may use certain directory information that we have collected to send you information about products and services, or updates and other information we think may be of interest to you.
- Please contact Virginia Marti College to request your name and address be removed from our lists. If you do not want to receive our email marketing, please submit a request to have your email address removed.
- Other than directory information, data you provide to us as you use the Virginia Marti College website will be held in strict confidence by the company and will be used for company purposes only.
- The company may share aggregate information about our users with advertisers, business partners, sponsors and other third parties. However, the individual information you provide within the Virginia Marti College website will be known only to you and the College.
- We will not share your personal data with anyone else, except as may be required by law.

## How To Update Your Information

Our student services sites provide you with the option of changing and modifying information you have previously provided to us. To change or modify your student services account information, please see the registrar or log into the portal under "My Profile" to request a change. Faculty needs to see the Director of Education to request a change.

## **Our Security Measures**

Virginia Marti College websites have security measures in place to protect against the loss, misuse, and alteration of the information under our control. We utilize industry standard SSL encryption when accepting your credit card information during the online ordering process, as well as whenever we ask you to log in to any of the College's online student and faculty services, such as our library or the student and faculty websites.

## **Why We Use "Cookies"**

When you visit some of our sites, we use cookies to keep track of your information. This small piece of program code resides on your computer and stores your login information for all of our services sites that require you to register, such as our student and faculty sites and our library. We do this so you are not required to re-enter your contact information as you move from one services site to another. Cookies also collect the shopping cart information you provide at our ordering sites so we can fulfill your orders.

## **Links From Our Sites To Other Sites**

Some Virginia Marti College sites may contain links to other sites external to the College. When you access these external websites, the providers of the sites will have access to certain information about you. Virginia Marti College is not responsible for the privacy practices or the content of any websites which we do not directly control.

## **For More Information**

If you have questions about our information practices, please contact us.

## **Definitions**

### **Cookies**

Data created by a web server that is stored on a user's computer. It provides a way for the website to keep track of a user's patterns and preferences and, with the cooperation of the web browser, to store them on the user's own hard disk.

The cookies contain a range of URLs (web addresses) for which they are valid. When the browser encounters those URLs again, it sends those specific cookies to the web server. For example, if a user's ID were stored as a cookie, it would save that person from typing in the same information all over again when accessing that service for the second and subsequent time during the same browser session.

You can opt out of the use of cookies by having your browser disable cookies or warn you before accepting a cookie. Look for the cookie options in your browser in the options or preferences menu.

NOTE: If you disable cookies in your browser, you will not be able to access any of the College's secured websites.

## **IP (Internet Protocol) Address**

This is the address of a computer attached to a TCP/IP network. Every client and server station must have a unique IP address. Client workstations have either a permanent address or one that is dynamically assigned for each dial-up session. IP addresses are written as four sets of numbers separated by periods; for example, 204.171.64.2.

## **Browser Session**

A browser session is defined as the period of time a browser is in consecutive use. The session begins when you open the browser and ends when you close it. When you reopen the browser, you begin a new session.

## **SSL Encryption (Secure Sockets Layer)**

This is the leading security protocol on the Internet. When an SSL session is started, the browser sends its public key to the server so that the server can securely send a secret key to the browser. The browser and server exchange data via secret key encryption during that session. We also use SSL encryption whenever we display your personal information (e.g., name and address, scheduled courses, grades).

## **URL (Uniform Resource Locator)**

This is an Internet address. URLs are used to locate sites on the Internet and to navigate between sites and pages within sites. The URL for Virginia Marti College is <http://www.vmcad.edu/>.

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