

## Privacy Policy

### 1. Purpose:

The Southeastern Technical Institute (STI) website is intended to present a comprehensive view of the institution to prospective students, enrollees, employers, employees, advisory boards, and members of the community. STI is committed to preserving and maintaining the privacy of visitors to the website ([www.stitech.edu](http://www.stitech.edu)).

Please read our privacy policy carefully to understand how we collect, use, protect, or otherwise handle your Personally Identifiable Information on our website. STI reserves the right to make changes to this Website at any time.

### 2. Definitions

**2.1.** Personally Identifiable Information (PII) – as used in U.S. privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

**2.2.** Cookies – Small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information.

### 3. Policy

**3.1.** STI collects information from you when you register for a tour or information session, subscribe to a newsletter, respond to a survey, fill out a form, begin an application, surf the website, or otherwise enter information on our site.

**3.1.1.** We do collect and keep PII when you voluntarily submit such information. For example, if you choose to fill out a form on the Website we retain the information submitted by you. You should not submit any information that you do not want to be retained. We retain the information you submit for our records and to contact you from time to time. Please note that if we decide to change the manner in which we use or retain personal information, we may update this Privacy Policy.

**3.2.** We may use the information collected in the following ways:

**3.2.1.** To personalize user's experience and to allow us to deliver the type of content and educational services required by students.

**3.2.2.** To improve our website in order to serve you better.

**3.2.3.** To allow us to respond quickly and accurately to requests.

**3.2.4.** To quickly process transactions.

**3.2.5.** Communicate with prospective students during the admission process.

**3.2.6.** Communicate through emails, invitations, and newsletters for marketing purposes.

**3.3.** We protect PII information by scanning our website on a regular basis for security holes and known vulnerabilities.

**3.3.1.** Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

**3.3.2.** We implement a variety of security measures when a user makes a payment, enters, submits, or accesses their information to maintain the safety of your personal information.

**3.3.3.** All transactions are processed through a gateway provider and are not stored or processed on our servers.

- 3.4. We use cookies to help us compile aggregate data to offer a better site experience and tools.
  - 3.4.1. Understand and save user's preferences for future visits.
  - 3.4.2. Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.
- 3.5. Third Party Disclosure
  - 3.5.1. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.
- 3.6. Third party links
  - 3.6.1. This website contains links to other independently managed websites hosted by our institution. Some may use information for purposes other than stated above. Be sure to read their separate privacy statements. Our websites also contain links to sites outside our institution. These websites may have their own privacy statement or none at all. We urge you to exercise caution when providing personal data to any website. Check their policies and contact them if you have questions.
- 3.7. Google
  - 3.7.1. Google's advertising requirements can be summed up by Google's Advertising Principles, [found here](#). They are put in place to provide a positive experience for users. We have not enabled Google AdSense on our site but we may do so in the future.
- 3.8. We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.
- 3.9. FERPA
  - 3.9.1. We also comply with the Family Educational Rights and Privacy Act (FERPA), which generally prohibits the release of student education records without student permission. However, FERPA does permit the release of public or “directory” information about students.
- 3.10. Fair Information Practices
  - 3.10.1. The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.
- 3.11. User Information Modification
  - 3.11.1. You may review or modify your personal profile information (address, phone number, e-mail, etc) by logging into the Student Portal and clicking on Accounts & Settings. If you wish to change their information through other methods (in person or mail), you may visit the STI Office or mail a request to:
    - Southeastern Technical Institute
    - 250 Foundry Street
    - South Easton, MA 02375
  - 3.11.2. We will not accept personal information change requests by phone.

#### 4. Approvals:

Initial Approval: 6/2021

Review:

Revision: