
Technology Privacy Statement

ALTOONA AREA SCHOOL DISTRICT

1.0 SCOPE:

- 1.1 This policy governs the manner in which Altoona Area School District collects, uses, maintains and discloses information collected from users (each, a "User") of the www.aasdcat.com website ("Site"). This privacy policy applies to the Site and all products and services offered by Altoona Area School District.
- 1.2 Under no circumstances shall there be any expectation of privacy when using any District systems. The District reserves and shall exercise its right to inspect and examine any use of the District's systems; this includes, but is not limited to, a User's internet access, e-mail transmissions, and all system registries.
- 1.3 The District reserves the right to log network use and to monitor fileserver space utilization by District Users. The District is not responsible for restoring any personally installed applications or data which may have been lost or damaged when using the network. The District reserves the right to reimage any District computer at its discretion. The District also reserves the right to examine the contents of any District computer at its discretion and without prior notice.
- 1.4 This Policy applies to anyone who uses technology resources and/or materials from the District, including Supervisors, Employees, Temporary Employees, Contractors, Vendors and all others.

2.0 RESPONSIBILITY:

- 2.1 Director of Technology
- 2.2 Internet and Media Services Administrator

3.0 APPROVAL AUTHORITY:

- 3.1 Director of Technology

4.0 DEFINITIONS:

- 4.1 **Information Technology:** Any information contained in files such as e-mail messages, database tables, telephone records, extracts from databases or output from applications, digital communications, video communications, digital equipment, software, operating systems, storage media, network accounts, and all other forms of technological images, files, and electronic communications."

5.0 PROCEDURE:

- 5.1 Personal Identification Information
 - 5.1.1 We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site.
 - 5.1.2 Users may be asked for, as appropriate, name, email address, mailing address, and phone number. Furthermore, some third party partners may

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request information necessary for processing personal payments/charges. Users may, however, visit our Site anonymously.

5.1.3 We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

5.2 Non-personal Identification Information

5.2.1 We may collect non-personal identification information about Users whenever they interact with our Site.

5.2.2 Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

5.3 Web Browser Cookies

5.3.1 Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them.

5.3.2 User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

5.4 How We Use Collected Information. Altoona Area School District may collect and use Users' personal information for the following purposes:

5.4.1 To improve customer service. Information you provide helps us respond to your customer service requests and support needs more efficiently.

5.4.2 To improve our Site. We may use feedback you provide to improve our products and services.

5.4.3 To process payments.

5.4.3.1.1 We may use the information Users provide about themselves when placing an order only to provide service to that order.

5.4.3.1.2 We do not share this information with outside parties except to the extent necessary to provide the service.

5.4.4 To run a promotion, contest, survey or other Site feature. To send Users information they agreed to receive about topics we think will be of interest to them.

5.4.5 To send periodic emails.

5.4.5.1 We may use the email address to send User information and updates pertaining to their order.

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- 5.4.5.2 It may also be used to respond to their inquiries, questions, and/or other requests.
 - 5.4.5.3 If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc.
 - 5.4.5.4 If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site.
- 5.4.6 How we protect information.
- 5.4.6.1 We make reasonable effort to protect the User data during all phases of User interaction with the Site. However, we require that all Users take reasonable care to not share passwords to the Site with others. Users found to be sharing passwords, or in other ways contributing to misuse of the Site, may have their access revoked and may be barred from further interaction with the Site.
 - 5.4.6.2 Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel whenever possible and such SSL-protected exchanges are encrypted and protected with digital signatures.
 - 5.4.6.3 Users which receive their own personal ID are responsible for maintaining the privacy of their passwords. Users are responsible for their individual accounts and should take reasonable precautions to prevent others from using their account. Users must log off or lock the computer when finished or when leaving their work station. Users should only sign onto the District network with the ID assigned to them if one is provided. Users will represent only themselves on the network and will only attempt to modify files or passwords belonging to them. Misuse of passwords, unauthorized copying of another's work, and attempting to access files maintained by others is strictly forbidden.
- 5.4.7 Sharing personal information.
- 5.4.7.1 We do not sell, trade, or rent Users personal identification information to others.
 - 5.4.7.2 We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.
 - 5.4.7.3 We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys.
 - 5.4.7.4 We may share information with these third parties for those limited purposes provided permission is given by user.

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5.5 Third party websites.

- 5.5.1 Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties.
- 5.5.2 We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site.
- 5.5.3 In addition, these sites or services, including their content and links, may be constantly changing.
- 5.5.4 These sites and services may have their own privacy policies and customer service policies.
- 5.5.5 Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

5.6 Advertising.

- 5.6.1 Ads appearing on our site may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile non personal identification information about you or others who use your computer.
- 5.6.2 This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers.

5.7 Changes to this privacy statement.

- 5.7.1 Altoona Area School District has the discretion to update this privacy policy at any time. When we do, we will post a notification on the main page of our Site, revise the updated date at the bottom of this page.
- 5.7.2 We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

5.8 District Limitation of Liability.

- 5.8.1 The Altoona Area School District makes no warranties or guarantees of any kind; either expressed or implied that the functions or the services provided by or through the District's technology related systems will be error-free or without defect.
- 5.8.2 The District, its employees, agents, vendors, and licensors will not be liable for any costs or damages users may suffer, either directly or indirectly, including but not limited to, loss of data or interruptions of service.

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- 5.8.3 The District is not responsible for the accuracy or quality of the information obtained through or stored on the system.
 - 5.8.4 The District will not be responsible for financial obligations arising through the unauthorized use of the system.
 - 5.8.5 Users may be held financially responsible for any harm to the system as a result of intentional misuse.
- 5.9 Conditions under which the district will disclose information.
- 5.9.1 Altoona Area School District will disclose personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to:
 - 5.9.1.1 Conform to the edicts of the law or comply with legal process served on Altoona Area School District or the site.
 - 5.9.1.2 Protect and defend the rights or property of Altoona Area School District.
 - 5.9.1.3 Act under exigent circumstances to protect the personal safety of users of the Altoona Area School District, or the public.
- 5.10 Acceptance of these terms.
- 5.10.1 By using this Site, the user signifies the acceptance of this policy. If user does not agree to this policy, we advise the user to not use our Site. Continued use of the Site following the posting of changes to this policy will be deemed acceptance of changes.
 - 5.10.2 In order to safeguard District resources, violators of this Policy may be denied access to District computing and network resources and may be subject to other disciplinary action within and outside the District. Violations of this Policy will be handled in accordance with the District's established disciplinary procedures and/or the Commonwealth of Pennsylvania Criminal Code. The District may temporarily suspend, block or restrict access to computing resources and accounts, independent of such procedures, when it reasonably appears necessary to do so in order to protect the integrity, confidentiality, or availability of District computing and network resources, or to protect the District from liability.
 - 5.10.3 The District reserves the right to pursue appropriate legal actions to recover any financial losses suffered as a result of violations of this Policy. If violations of this Policy are discovered that are illegal activities, the District may notify the appropriate authorities immediately.
 - 5.10.4 Internet usage and access within the District is a privilege, not a right; and inappropriate, unauthorized, and/or illegal use will result in the cancellation of access privileges and appropriate disciplinary/legal action pursued. Vandalism and any malicious attempt to harm or destroy the District's computers, data, applications, and/or network functionality or the data, applications, or functionality of another User's computer, including but not limited to uploading a creation of computer viruses, is

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an act of vandalism which will be subject to the appropriate penalties provided herein, without regard to the User's intent or purpose in carrying out the prohibited activity.

5.11 For more specifics on Altoona Area School District's acceptable use policy, user will be direct to the Altoona Area School Districts Acceptable Use Policy for more specific information.

5.12 Contacting us: User with questions about this Privacy Policy, the practices of this site, or your dealings with this site, will be provided with current contact information which will include the Altoona Area School District we address, telephone number, and email address.

6.0 ASSOCIATED DOCUMENTS:

6.1 School Code, Section 24 P.S. §1303.1-A

6.2 Enhancing Education Through Technology Act of 2001-20 U.S.C. §.6777

6.3 Internet Safety – 47 U.S.C. §.254.

7.0 RECORD RETENTION TABLE:

<u>Identification</u>	<u>Storage</u>	<u>Protection</u>	<u>Retention</u>	<u>Disposition</u>
Technology Privacy Statement	Hard copies in the Technology Department Office files.	This will be determined by the Director of Technology	This will be determined by the Director of Technology	Discard, as needed

8.0 REVISION HISTORY:

<u>Date:</u>	<u>Rev:</u>	<u>Description of Revision:</u>
31-May-13	A	Original Release.
16-Aug-13	B	Additional language added per as recommended by the District's solicitor, Attorney Andrews, and approved by Superintendent, Dr. Otto. This includes 1.2, 1.3, 1.4, 4.1, 5.4.6.3, 5.10.2, 5.10.3, 5.10.4, 6.1, 6.2, and 6.3.

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