

Berkeley College Privacy Policy

Purpose

Berkeley College understands that your privacy is important. We want you to know what information we may collect through our website, mobile website, mobile applications, and Short Message Service (“SMS”) (collectively, the “Services”) and how it may be used. ***Continued use of the Services constitutes your agreement to the terms of this Privacy Policy. If you do not agree, please do not use the Services.***

Scope

This Privacy Policy applies to anyone using the Services. Berkeley College does not knowingly collect data from individuals under 13 years of age through its Services. If you are under the age of 13, you are not authorized to use the Services and should immediately stop doing so.

I. Information Collected

- **Visitor Information.** When you visit the Berkeley College website or otherwise use the Services, Berkeley College’s web server and/or our third party agents automatically receives and records Visitor Information about you. Visitor Information may include, but is not limited to your computer operating system, web browser, IP address, internet service provider, mobile carrier, geo-location data, cookie information, the pages you visit on the site, amount of time spent on each webpage, and the date and time you visit the site. We do not attempt to match or link such information to an individual’s personal information.
 - **Google Analytics.** Berkeley College uses Google Analytics, a third party service provided by Google, Inc. (“Google”) to collect and track Visitor Information. Continued use of the Services constitutes your consent to Google’s collection and use of your Visitor Information. For details, see Google’s [Terms of Service](#) and [Privacy Practices](#). For details on how to opt-out, see Google’s [Safeguarding Your Data](#) page.
 - **Cookies.** Berkeley College uses “cookies” to track browsing patterns and collect Visitor Information. You may prevent or disable the use of cookies in your web browser settings. However, disabling or deleting cookies may limit your ability to use the full functionality of Berkeley College sites.
 - **Geo-location Data.** Berkeley College and/or its third party agents may collect information about your geographic location and use that to send you location-based advertising and information. Most mobile devices allow you to adjust the settings to disable or prevent location information from being shared.
 - **Online Tracking.** Your internet browser may allow you to select a “Do Not Track” setting, which sends a signal to websites that you do not want information about your internet activity to be collected or tracked. Berkeley College does not respond to internet browser “Do Not Track” signals.
- **Personal Information.** In addition to the information that is recorded automatically, we also collect information that you provide to us when you complete an online form or send us e-mail. Such information may include your full name, address, phone number, email address or other personally identifiable information. Berkeley College makes no representations concerning the reliability of information collected by, displayed on, or transmitted from this website. Berkeley

College takes reasonable measures to protect the security of Personal Information collected in accordance with prevailing industry standards. Furthermore, while we take reasonable precautions to secure the information we gather through the site, any sharing of Personal Information over the internet involves some security risk. Berkeley College does not warrant that the information transmitted through or displayed on the site will not be accessed by unauthorized individuals, or that it will be delivered free of viruses or other potentially harmful material. To the fullest extent permitted by law, **Berkeley College specifically disclaims any warranties in connection with the use of this website including, but not limited to, warranties of merchantability, non-infringement or fitness for a particular purpose.**

- **Short Message Service (SMS).** When you enroll in Berkeley College's Short Message Service (SMS), we will collect data such as your mobile phone number, mobile carrier, date, time and content of messages, and other information provided by you. Berkeley College may ask you to provide additional information, including but not limited to the dates and times you are available to attend events or schedule an appointment with an admissions associate, academic advisor, or financial aid advisor. We may use this information to further develop and improve the service. Your mobile carrier may also collect data from you, as reflected in its own policies. See the SMS Terms and Conditions: http://berkeleycollege.edu/files_bc/Berkeley_College_SMS_Terms.pdf.

II. Correcting Information

To request a change or correction to any information you have submitted to us, please contact us at marketing@BerkeleyCollege.edu or call 800-446-5400.

III. How We May Use or Disclose Visitor Information or Personal Information

- **Re-Marketing.** The Visitor Information we automatically receive and record (such as your web browser, IP address and cookie information) may be used to facilitate "re-marketing," a practice through which your visits to linked sites or advertisements may be shared with and used by our affiliated companies or third party advertisers to send you additional communications in which you may be interested. In addition, we may share Visitor Information or Personal Information about you with employees of Berkeley College and affiliated entities involved in activities to which it is relevant; with our attorneys, accountants and other professionals; and with third parties who work with us in developing and maintaining the Services. We may also use that Visitor Information and/or Personal Information for internal testing or training purposes, to help us develop our website to better meet visitors' needs and expectations, or to communicate with you for any purpose. Some Visitor Information and/or Personal Information may be stored subject to lengthy retention requirements.
- **Disclosure to Law Enforcement.** Berkeley reserves the right to disclose Visitor Information and/or Personal Information to law enforcement officials, investigators, or other third parties as we deem necessary to prevent or address abuses of the site including, but not limited to, violations of this Internet Privacy Policy, or when such disclosure is required by law.
- **Programs of Interest.** Occasionally, Berkeley College or our third party agents may use certain information that you have provided or we have collected to send you advertisements or information about programs, products or services offered by Berkeley College or other organizations that we think may be of interest to you. However, **Berkeley College does not sell or rent any personal data submitted by visitors to any unrelated third parties.**

IV. Removals and Opt-Outs

- **Remove from Mailing List.** Berkeley College respects the privacy of users visiting our site and will abide by all applicable laws concerning the release of Personal Information. If you tell us that you do not wish to have this information used as a basis for further contact with you, we will respect your wishes. Please e-mail marketing@BerkeleyCollege.edu to request that your name be removed from our mailing lists.
- **Opt-Out from SMS.** To stop receiving text messages from the Berkeley College SMS, text STOP OR QUIT to 464646. See the SMS Terms and Conditions available online at http://berkeleycollege.edu/files_bc/Berkeley_College_SMS_Terms.pdf.

V. Links to Other Sites

This site may contain links to other sites operated by non-affiliated third parties. If you choose to access such third-party sites, the operators of such sites may acquire access to your personal information. You should be aware that Berkeley College does not control the information privacy and security policies or practices of such unaffiliated third parties. Therefore, we cannot be held responsible for either the content of such third-party sites or their use (or abuse) of any information they receive from or about you.

VI. Changes to This Policy

Berkeley College may modify this Privacy Policy at any time, without prior notice. If we choose to do so, then the effective date of the change will be identified above the title of this document as the “Last Modified” date. You will be deemed to have agreed to any such modifications by your continued use of this site on or after the “Last Modified” date. We encourage you to review this policy as often as necessary to remain aware of its current contents.

VII. Questions

Any questions concerning this Privacy Policy may be addressed to marketing@BerkeleyCollege.edu.