# Berkeley College
# Privacy Policy

## Purpose

Berkeley College (collectively, the "College," "we," "us," and "our") understands that your privacy is important. We want you to know what information we may collect through our websites, domains, applications, and Short Message Service ("SMS") (collectively, the "Services") and how it may be used.

## Acceptance of Policy

***Continued use of the Services constitutes your agreement to the terms of this Privacy Policy. If you do not agree, or if you do not want us to collect and/or process any of your personal information, 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 or Received

- **Visitor Information.** When you visit the Berkeley College website or otherwise use the Services, our web server automatically receives and records select information about you ("Visitor Information"). Berkeley College may contract with third parties to provide services on our behalf (such as web analytics). These third-party agents' websites may automatically receive and collect Visitor Information about you, and provide it to us. 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.
    - **Google Analytics.** We use 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.
    - **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 Visitor Information that is recorded automatically, we also collect information that you provide to us when you complete an online form, online application, or send us e-mail. Such information may include your Visitor Information, full name, address, phone number, email address or other personally identifiable information ("Personal Information").
    - **Inquiries/Prospective Students.** When you complete an online form requesting additional information about Berkeley College, we will collect certain Personal Information from you, such as your first name, last name, phone number, email address, campus of interest, and program of interest. Berkeley College may contract with third parties to provide services on our behalf (such as lead generation). These third-party agents' websites may automatically receive and collect Personal Information about you and provide it to us.
    - **Application for Admission.** When you apply for admission to Berkeley College, you will be required to create an account using your email address and desired password. Certain required and optional Personal Information will be collected (such as your first name, last name, address, email address, phone number, social security number, parents' information, ethnicity, and high school information). Required fields are indicated on the application. This Personal Information is collected from you when you voluntarily apply for admission. If you choose to pay the application fee online, you will be required to enter your credit card information.
    - **Registration and Enrollment.** Admitted students will be required to provide additional Personal Information (including, but not limited to, course selection, financial aid documentation, and immunization documentation) in order to register for classes and/or continue their enrollment. Once you become an enrolled student, your educational records are subject to federal privacy laws and Berkeley College policies. (See the Student Records Policy for more information.)
- **Short Message Service (SMS).** When you enroll in Berkeley College's Short Message Service (SMS), we will collect information 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. Except as set forth in this policy, Berkeley College does not share SMS consents with third parties. See the SMS Terms and Conditions: https://berkeleycollege.edu/pdf/berkeley-college-sms-terms.pdf.

## II. Correcting or Amending Information

To request a change or correction to any information you have submitted to us, please contact us at privacy@BerkeleyCollege.edu or call 800-446-5400. If you are an enrolled student, you must follow the procedures for amending your education records as stated in the Student Records Policy.

## III. Choice and Control

Certain communications from Berkeley College are required, such as notifications and outreach to enrolled students regarding their program, academic status, student account, and/or financial aid.

- **Email.** If you no longer wish to receive any optional communications (such as general marketing communications), you may remove yourself from the mailing list by following the instructions and clicking the "unsubscribe" link within the body of the email message. Alternatively, you may e-mail privacy@BerkeleyCollege.edu and request to be removed.
- **Phone.** If you no longer wish to receive informational or marketing phone calls from us, please email privacy@berkeleycollege.edu or call 800-446-5400.
- **Text Messages.** If you no longer wish to participate in the SMS, send a text message with one of the keywords: STOP, END, QUIT, CANCEL, UNSUBSCRIBE, OR REMOVE to 67088. See the SMS Terms and Conditions.
- **Tracking Technologies Opt-Out.** Our Services may use tracking technologies such as analytics tools or pixels provided by third parties (for example, Google or Meta). Depending on your browser or device, you may be able to adjust your settings or use available opt-out tools to limit this type of tracking.

## IV. Information Uses and Disclosure

- **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.
- **Programs of Interest.** Occasionally, Berkeley College and/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. **Except as set forth in this policy, Berkeley College does not sell, rent or share any Personal Information submitted by visitors.**
- **Educational Services.** We may collect and process your Personal Information for the purpose of providing you with educational services (including, but not limited to, processing your admissions application; maintaining your education records; administration of financial aid; compliance with federal and state laws and regulations; and providing support services to students and alumni as part of the College's business). Once you become a student, your Personal Information may be shared and/or disclosed only in limited circumstances, as outlined in the Student Records Policy. Some Visitor Information and/or Personal Information may be stored subject to lengthy retention requirements.

- **Performance of College Business; Improving Our Services.** We may share your Visitor Information and/or Personal Information 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 your 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.
- **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 Services including, but not limited to, violations of this Privacy Policy, or when such disclosure is required by law.

## V. Security

Berkeley College makes no representations concerning the reliability of information collected by, displayed on, or transmitted from its 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, noninfringement or fitness for a particular purpose**.

## VI. Links to Other Sites

Berkeley College's websites 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. We recommend that you read the third party's privacy policy and/or terms of use before providing your Personal Information.

## VII. Your Rights and Contact Information

Prospective students and applicants who wish to update or modify their information may do so by contacting us at privacy@berkeleycollege.edu. Enrolled students may manage and update their information in Self-Service. Students who wish to amend their education records must follow the procedures in the Student Records Policy.

Depending on your location, you may have certain rights with respect to your Personal Information that we process. If you are located in the European Economic Area, please see the Notice for Prospective Students from Europe, Notice for Applicants from Europe and Notice to Students from Europe.

Any questions concerning this Privacy Policy may be addressed to privacy@berkeleycollege.edu.

## VIII. 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.