

# **Information Privacy Policy**

Heartland Community College – Information Technology  
Version 4.0 – 07/21/2021

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Heartland Community College is committed to protecting the information it retains about its students, employees, and community visitors as required by law. We encourage you to read this privacy statement carefully to understand how the information you provide may or may not be used.

## **1.0 INFORMATION COLLECTION**

Heartland Community College collects information both manually and automatically. These methods include, but are not limited to, academic applications; course registration forms; contracts and agreements; financial aid applications; mail correspondence received from you, as well as other academic institutions and organizations; and payments by check, credit card, debit card, and bank debit. College business is also conducted electronically. Information is also collected via the electronic transactions occurring on the College web site including, but not limited to, online coursework, online registration, and e-mail. Additional information is recorded as a result of interactions with cooperating organizations such as credit card companies and online payment services.

In addition to information about you, we may passively collect information that is automatically sent to us by your web browser or your internet service provider. This information typically includes your domain name, your login name, and your numerical IP address. The amount of information sent by your web browser depends on its settings. Please refer to your browser help file or web site support to learn about these settings. We use this type of information to develop statistics that help us understand how our visitors use our web site and how we can improve it.

## **2.0 INFORMATION PROTECTION**

Heartland Community College uses reasonable methods consistent with industry best practices to prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure appropriate use of your personal information. The academic and financial information stored about each student is secured and managed in compliance with all state and federal laws, including but not limited to the Family Educational Rights to Privacy Act (FERPA) and the Gramm Leach Bliley Act (GLBA).

## **3.0 RETENTION AND USE**

Personal and academic records are retained indefinitely. We do not retain any financial information about you any longer than is necessary in order to comply with legal, tax, and auditing requirements. Academic information is only available to those persons providing services that require such information.

The College may use any personal information for any legal purpose, including but not limited to institutional research and reporting. Information may be accessed by or transferred to third parties (such as contractors working with the Enterprise Resource Planning or records imaging systems), who are contractually bound to abide by our privacy policy.

We may also use your personal information to investigate security breaches or cooperate with government authorities when required by laws such as the Solomon Act or Patriot Act.

Heartland Community College will never share or sell the personal information about any employee, student, or community visitor to any third party.

## **4.0 DIRECT MARKETING AND PROMOTIONAL MATERIALS**

Heartland Community College may use all information collected for direct marketing purposes related

only to the College and its programs. As you browse Heartland Community College's web site, advertising cookies will be placed on your computer so that we can understand your interests. Our display advertising partner then enables us to present you with retargeting advertising on other sites based on your previous interaction with Heartland Community College's web site. The techniques our partner employs do not collect personal information such as your name, e-mail address, postal address or telephone number. You can visit our advertising partner's privacy policy to opt out of their partners' targeted advertising.

### **Questions**

*If you have questions about the policy, please contact [Brad.Kafer@heartland.edu](mailto:Brad.Kafer@heartland.edu) or the Information Security Officer for the College at [Scott.Bross@heartland.edu](mailto:Scott.Bross@heartland.edu).*