

NORTHAMPTON AREA SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: PRIVACY

ADOPTED: July 7, 2008

EFFECTIVE: August 27, 2008

REVISED: November 21, 2011

	<p style="text-align: center;">815.2 Privacy</p> <p>1. Purpose It is the purpose of this policy to specify the privacy and data collection methods for the Northampton Area School District’s websites located at www.nasdschools.org or www.northampton.k12.pa.us.</p> <p>2. Authority The Superintendent or his/her designee shall be responsible to post the district’s Privacy Policy on the district’s website home page.</p> <p>3. Guidelines The following information shall be posted on the Northampton Area School District’s websites at all times:</p> <p>“The <i>Northampton Area School District</i> (“School District”) is committed to respecting your privacy. This School District Privacy Policy applies to the School District’s website and governs data collection and usage of the website; it does not apply to other online or offline sites, or services. Please read this Privacy Policy and also the additional Terms of Use information link at the end of this policy</p> <p>The <i>www.nasdschools.org</i> or <i>www.northampton.k12.pa.us</i> websites are intended for use in the U.S. only. Information of all users is collected, used and disclosed as stated in this Privacy Policy.</p> <p>1. Who is Collecting Information</p> <p>The School District is collecting information at these websites, www.nasdschools.org or www.northampton.k12.pa.us. The websites contain links to other websites and occasionally allows other sites to use the website and/or School District name. These sites may have privacy policies that differ from www.nasdschools.org or www.northampton.k12.pa.us, and may send their own cookies and web beacons to you, and may collect data and make uses of that information that the School District would not. Use of the information or materials on these linked sites is purely voluntary. Users should thoroughly review the legal documents on these websites before using them. The School District in no way indicates its endorsement, recommendation, or preferences. This Privacy Policy should be read in conjunction with the Terms of Use.</p>
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2. What and How Information is Collected

Information collected online is generally either *anonymous* or *personally identifiable*. *Anonymous information* refers to data that is not tied to a specific individual. For example, the School District collects what areas users visit most frequently, what services users access the most, IP addresses, referral data, browser and platform type, information about the visits to the School District's pages, daily number of visitors and their locations, daily requests for particular files and accesses to particular sections of the site. This information helps us determine what is most beneficial for our users, and how we can continually create a better overall experience for users.

Personally identifiable information refers to data that specifically states who the users of the website are. The School District collects personally identifiable information online from user registration, the "contact us" form, and the electronic correspondence sent to the School District. This online information may be combined with offline personal information collected about users. Examples of personal information collected included, name, postal address, email address, and telephone number.

The School District does not condition participation in any of our online activities on the disclosure of more information than is reasonably necessary to participate in the activities.

We retain all of the information we gather about users in an effort to make repeated use more efficient, practical and relevant. Users may correct, edit or update personal information at any time. Users may delete personal information from our online database or close the account at any time, in which event we will remove all of our copies of personal information except an archival copy which is not accessible on the Internet and will be destroyed 30 days after our receipt of notice to terminate the account, unless an account is open due to nonpayment, legal activity, legal requirement for retention, or another similar reason. The personal information provided is accessible only by designated staff. Users may request edits or removal by contacting us through the information provided in Section 8 of this Privacy Policy: "Contact Us".

3. How Information is Used and Disclosed

The School District does not disclose to third parties personally identifiable information that is provided to us, except to further the purpose for which users have provide the information and to those who may be engaged by us specifically to handle and deliver the online services. These third parties have access to personally identifiable information to perform their functions, but may not use it for other purposes. Additionally, personally identifiable information may be forwarded as part of a complaint, or as required by law, or as pertinent to judicial

or governmental investigations or proceedings, or to enforce our Terms of Use and other agreements, or to protect the rights, property or safety of our website, the users of our website, and others.

We attempt to limit access to our password protected database to only registered users, our School District System Administrators, as well as law enforcement and national security agencies, but we cannot guarantee that other parties will not gain access to this database. We protect our databases through password security, and we will comply with legally applicable data protection, disclosure, and notification requirements. We are not responsible for the use made by third parties who wrongfully access our password-protected database.

4. Access and Other Data Subject Rights

a. Use of Cookies

We reserve the right to use a feature on Internet browsers called a “cookie.” Cookies are small text files that a web browser places on a computer’s hard drive. We may use cookies for recording personal information such as remembering user names, passwords, preferences, tracking click streams, and for load balancing. Through the use of cookies, we will be able to deliver faster services, consistent, updated results, and a more personalized site experience. Users may disable cookies on a computer by indicating this in the preferences or options menus in the web browser, but doing so may diminish its functionality.

b. Internet Tags/Web Beacons, Other Tracking Capabilities

We do not use Internet tags, web beacons, spyware, keyloggers, or any other passive tracking on this website.

5. Security Measures

The School District is committed to protecting the security of personal information gathered online. We use a variety of security technologies and procedures to help protect personal information from unauthorized access, use, accidental loss, or disclosure. For example, we store personal information provided to us on computer systems with limited access and that are located in controlled facilities. Only necessary authorized personnel have access to the information provided to us. When we transmit highly confidential information over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) Protocol. However, we cannot guarantee that unauthorized third parties will never be able to defeat those measures or use personal information for improper purposes.

Users are ultimately responsible for the security of usernames and passwords. Website users are encouraged to take care when using and storing usernames and passwords. The School District recommends that passwords be kept private.

6. Effective Date and How Changes to this Policy Will be Handled

By using this website, without limitation or qualification, the user is accepting the practices described in this Privacy Policy and to receive any required legal notices about our privacy practices through the continuous posting of a link near the bottom of most pages to the current version of this Privacy Policy.

Website users may not use the School District’s website to send unsolicited advertising, promotional material, or other forms of solicitation that are outside the scope of the intended use of the website.

7. Enforcement

The School District will enforce this Privacy Policy to the extent permitted by local, state and federal law, as well as through the School District’s Terms of Use. We may modify, suspend, discontinue, or restrict the use of any portion of the website, including the availability of any portion of the content at any time, without notice or liability. We may deny access to any person or user at any time for any reason.

If a user believes that the School District has not complied with this Policy please contact us at the contact sources provided below.

8. Contact Information

The School District welcomes comments about this Privacy Policy. Please send questions or comments to:

Director of Technology
Northampton Area School District
2014 Laubach Avenue
Northampton, PA 18067
610-262-7811

or

admin1@nasdschools.org

[Terms of Use Policy](#)