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Owner	Clint Ewell: Chief Operating Officer
Area	5.0 Administrative Services

Online Privacy, 5.31 (Interim)

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PURPOSE

Yavapai College (the College) provides online information and services to students, employees, and the community to supplement services provided at our physical locations. The College is required to disclose its privacy and confidentiality practices ~~related to privacy and confidentiality surrounding~~regarding the use of its websites and other online services.

POLICY APPLICATION

This policy applies to any constituent who accesses online information or services provided by the College ~~provides~~.

OPERATIONAL POLICY

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT

The College complies with the Family Educational Rights and Privacy Act (FERPA), which generally prohibits the release of students' academic records without consent.

GENERAL DATA PROTECTION REGULATION (GDPR)

The College shall make all reasonable efforts to comply with the provisions of the European Union GDPR. European Union Residents are encouraged to view the specific The College GDPR Operational Policy, 5.36 for additional information and GDPR-specific contact information.

INFORMATION GATHERING

The College shall make all reasonable efforts to comply with the provisions of the European Union

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GDPR. European Union Residents are encouraged to review the specific College GDPR Operational Policy 5.36 for additional information and GDPR-specific contact information.

The College shall may collect and record information from users and network-connected devices such as computers and mobile devices, including but not limited to Internet Protocol (IP) addresses, device and browser fingerprints, information requested or delivered, referring addresses, operating systems, applications, etc. The College will also collect and store metadata related to the use of our services, including bandwidth and services utilized. The College's vendors and third-party partners may also collect, store, and process similar information.

Logs related to this data collection will be retained pursuant to Arizona State Library records retention requirements and ~~relevant~~ the College's operational policies and procedures (see operational policy 5.28, Retrieval, Disclosure, and Retention of Records 5.28). This information may help diagnose problems with the College's technical resources, analyze traffic patterns and usage trends, identify and assess security incidents, and mitigate potential or prosecute real abuses of college resources. We may also share these logs with vendors and third parties to aid in the identification and resolution of technical problems or to address security concerns and incident response.

COOKIES

The College and its business partners may utilize 'cookies' on some of our web properties and specific applications and services. This data may be used to verify identity ~~or~~, provide authorization to access resources, store preferences and customizations, track communications history, analyze performance, or for other purposes such as marketing.

You are not required to accept the cookies that the College or its partners use; however, if you are unable or unwilling to allow the College or partner cookies, your online experience may be degraded or significantly impaired. In such cases, you may contact the appropriate ~~the~~ College business unit to identify alternative methods of conducting business if available.

SHORT MESSAGE SERVICE (SMS)

By providing your mobile number and opting in, you agree to receive informational and transactional SMS messages from us related to your application, enrollment, account activity, and event participation. Message frequency may vary. Standard message and data rates may apply. Consent to receive SMS messages is not a condition of enrollment or participation.

You may opt out of receiving SMS messages at any time by replying STOP. For assistance, reply HELP.

We do not sell, rent, or share your mobile number or SMS consent information with third parties for their marketing purposes. Your mobile number may be shared with our SMS service provider solely to enable message delivery. We use reasonable administrative, technical, and physical safeguards to protect your information.

For questions about SMS messaging, your data, or our privacy practices, contact us at Element451@yc.edu. Additional terms governing SMS messaging are available in our Terms of Service.

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INFORMATION SHARING - THIRD-PARTY SERVICES

The College may utilize third parties to provide official services to the College constituents (e.g., email, learning management services, payment processing, etc.). The College may provide information to these service providers, including personal or confidential information, to help us deliver programs, products, news, and services. The College takes reasonable steps to ensure these service partners protect information transmitted to them. The College does not share or sell personal information (such as phone numbers) to third parties for marketing purposes.

INFORMATION DISCLOSURE

The College makes reasonable efforts to limit the disclosure of personal information. If you are a student, certain information you provide to us may be considered directory information and subject to public disclosure. The College may disclose personally identifiable information from an education record only on the condition that the third party to whom the information is disclosed will use the information only for the purposes for which the disclosure was made, and that third party will not disclose the information to any other party. Additionally, the College is obligated to disclose certain information upon request to government agencies. The College is also subject to public records laws and must abide by court orders or issues of public safety, which may result in the disclosure of personal or confidential information.

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EXTERNAL CONTENT

The College is not responsible for the privacy practices ~~nor~~or the content of third-party services and websites ~~which~~that may be linked to by ~~college~~College web pages or referenced in other College materials, including those with which the College has a contractual relationship. Constituents are encouraged to review privacy policies for each site and service.~~\~~

DEFINITIONS

Family Educational Rights and Privacy Act (FERPA): The Family Educational Rights and Privacy Act (FERPA) is a federal law enacted in 1974 that protects the privacy of student education records.

General Data Protection Regulation (GDPR): The European Union General Data Protection Regulation (GDPR) is a data protection ~~ruling~~regulation that took effect in 2018. It ~~creates one~~establishes a single set of guidance and authority to protect the personal data of all EU citizens. ~~The GDPR applies to any organization—not just those based in the EU—that manages data of EU residents and anyone within the European Economic Area (EEA) free-trade zone.~~

Cookie(s): A cookie is a small text file that may be used to identify, store, or collect information about a user or computing device.

SMS: Short Message Service (SMS) is a text messaging service component of most telephone, Internet, and mobile device systems. It uses standardized communication protocols that enable mobile phones to exchange short text messages, typically over cellular networks.

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RELATED POLICIES

Access to Student Records: 3.09

Online Privacy - European Union Supplement: 5.36

Retrieval, Disclosure, and Retention of Records: 5.28

POLICY HISTORY

Adopted 4/1/2014
Revised 8/20/2019
Revised to "Operational" Policy and owner reassigned 3/5/2021

Transferred to PolicyStat 12/1/2021

Modified ~~9/25/2024~~3/13/2026

Approval Signatures

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Step Description	Approver	Date
President Approval	Lisa Rhine: Yavapai College President	3/14/2026
CHRO Policy Administration	Janet Nix: Chief Human Resources Officer	3/13/2026
Approval: Formatting & Admin	Stacey Hilton: Dean, Instructional Support	3/13/2026
Policy Owner Approval	Stacey Hilton: Dean, Instructional Support	3/13/2026

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