Wesleyan College Privacy Policy

Policy Statement

Wesleyan College is committed to protecting the privacy of individuals interacting with its digital platforms. This policy outlines the types of data collected, how it is used, under what conditions it may be shared, and how users can control their information.

Policy Details

1. Personally Identifiable Information (PII): Collected information may include name, mailing address, email address, and phone number. This information may be shared with trusted partners for official College business.

2. Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. Any other mentions in this policy exclude text messaging originator opt-in data and consent; this information will not be shared with third parties. If you wish to be removed from receiving future communications, you can opt out by texting STOP.

3. Website Usage Data: To improve site functionality, we collect non-personally identifiable data such as IP address, browser type, pages visited, and usage trends.

4. Cookies: Cookies are used for statistical and tracking purposes. They do not collect personal data and can be managed through browser settings.

5. Third-Party Links: The College is not responsible for the privacy practices of external websites linked to our platforms.

6. Use and Disclosure: Information will only be used for official College operations. We do not sell or rent data for non-institutional purposes.

Responsibilities

• Chief Information Officer: Oversees policy implementation and third-party data agreements.
• IT Staff: Manage infrastructure, analytics tools, and cookie tracking.
• Marketing and Admissions Staff: Ensure external communication vendors adhere to privacy standards.

Violations of the Policy

Depending on the nature and severity of the breach, violations of this policy may result in restricted access, disciplinary actions, or legal penalties.

Interpreting and Implementing Authority

Chief Information Officer: Responsible for interpreting, implementing, and training on this policy.