

# Policy on Privacy

**CATEGORY:** Student – Administrative

**ISSUE DATE:** July 27, 2018

**LAST REVISION DATE:** October 13, 2018

**REVIEW REQUIREMENTS:** Every two (2) years

**APPROVED BY:** President

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## Policy Purpose & Summary

This policy, entitled “*Policy on Privacy*”, has been created to outline the regulations surrounding the collection, usage, and distribution of any personal information by the College.

It is the policy of the College to formalize the process as outlined below.

## Scope

This policy applies to all students enrolled at the College, all individuals employed by the College, and any other individuals acting as representatives, or hold a titular position, of the College.

## Policy

### 1. COLLECTION OF INFORMATION

- 1.1. The College requires certain information about its students in order to better serve them, to enrol them in a Program or Course, and to record their results on their academic file. Without this information, the College cannot accept an enrolment from a student.
- 1.2. The College will only ask for certain personal information such as name, address, email address, and contact telephone number, which is required in order to process an enrolment.

### 2. THIRD PARTY DISCLOSURE

- 2.1. The College will sometimes be required to disclose certain personal information to a third party for purposes such as arranging external examinations.
- 2.2. The College will also disclose personal information if required to do so as to result of legal action and only if presented with the appropriate court order.
- 2.3. The College website provides links to third party websites.
- 2.4. This policy does not extend to third party websites and it is recommended that all students read the applicable privacy policies of these websites.
- 2.5. The College is not responsible for the privacy practices employed by third party websites.
- 2.6. The Ashton College website uses cookies, tracking pixels and related technologies via the third party advertising platform called Adroll. Cookies are small data files that are served by Adroll’s platform and stored on your device. Adroll uses cookies dropped by them or third parties for a variety of purposes including to operate and personalize the website. Cookies enable Adroll to identify your device when you move between different websites and applications so that we can serve targeted advertising to you. Cookies may also be used to track how you use the site to target ads to you on other websites.

- 2.6.1. Specifically, the AdRoll cookie we serve through the AdRoll platform for this purpose is named “\_\_adroll”. Adroll may also drop an additional AdRoll opt-out cookie if you opt-out. They may also drop cookies from their Advertising Partners for the purposes described above. The Advertising Partner cookies dropped vary by Advertiser implementation.

## Policy Notes

This policy consolidates the measures included in, and replaces, the following archived policies of the College:

- Policy #1012 – Student Privacy Policy

**ACCOMPANYING POLICIES:** This policy is a part of a suite of administrative oriented policies under the Student Policies category.