

# Website Development, Maintenance, and Privacy

## I. Website Development and Maintenance

Isothermal Community College recognizes the World Wide Web as a powerful tool for communicating with external audiences as well as for facilitating the exchange of information within the college community. Therefore, it is important that the college's site provide the best possible representation of Isothermal while conforming to guidelines recommended by regulatory agencies.

Content for the Isothermal Community College Web Site shall be developed and maintained by the Webmaster under the supervision of the Director of Marketing and Community Relations in collaboration with other members of the campus community. Isothermal pages must not contain confidential college information or student information covered by the **Family Educational Rights and Privacy act (FERPA)**.

In accordance with **Section 508 of the Rehabilitation Act Amendments of 1998**, all content on the college's website must include text equivalent data for every non-text element to allow users that have visual or motor skill impairments to utilize assistive technologies such as screen readers and text-only browsers to have access to content on the page.

A statement posted on an "About the Site" page will contain a disclaimer to the effect that Isothermal Community college does not endorse external sites. Pages located on the college servers may not be used to promote commercial activity, personal business, non-profit organizations and/or religious or political groups, or to promote personal financial gain, except as may be permitted by other college policy or regulation.

Pages created by entities external to Isothermal that are submitted for location on the college servers must conform to the current Isothermal design and the guidelines herein.

Personal web pages not housed on college servers must not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the college or any unit of the college unless appropriately authorized (explicitly or implicitly) to do so.

Personal web pages may not contain the Isothermal Community College logo or other symbols of the college unless they pertain specifically to a college function.

## II. Privacy Policy

The following Privacy Policy will be posted on the college website:

This Privacy Policy governs the manner in which Isothermal Community College collects, uses, maintains and discloses information collected from users (each, a "User") of the [www.isothermal.edu](http://www.isothermal.edu) website and any official college sites at other domains – [www.foundationshows.org](http://www.foundationshows.org) and [www.wncw.org](http://www.wncw.org) ("Sites"). This privacy policy applies to the Sites and all products and services offered on Isothermal Community College web presence.

## **Website Visitors**

Like most website operators, Isothermal collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as but not limited to the browser type, language preference, referring site, and the date and time of each visitor request, through the use of Google's Analytics service. Isothermal's purpose in collecting non-personally identifying information is to better understand how Isothermal's visitors use its website. From time to time, Isothermal may release non-personally-identifying information in the aggregate, e.g., by internally publishing a report on trends in the usage of its website to departments where such information is necessary.

## **Gathering of Personally-Identifying Information**

Certain visitors to Isothermal's websites choose to interact with Isothermal in ways that require Isothermal to gather personally-identifying information. The amount and type of information that Isothermal gathers depends on the nature of the interaction and is only gathered voluntarily. Isothermal may collect personally identification information from Users in a variety of ways, including, but not limited to, when Users visit our sites, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Sites. If you choose to comment on an Isothermal news story through Twitter and/or Facebook, Isothermal does not get access to your email address nor does Isothermal have any access to your personal data or private information. Users may be asked for, as appropriate, name, e-mail address, mailing address, phone number, social security number. In each case, Isothermal collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with Isothermal. Isothermal does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

## **Protection of Certain Personally-Identifying Information**

Isothermal discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on Isothermal's behalf or to provide services available at Isothermal's websites, and (ii) that have agreed not to disclose it to others. Isothermal will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, Isothermal discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when Isothermal believes in good faith that disclosure is reasonably necessary to protect the property or rights of Isothermal, third parties or the public at large. If you are a registered user of an Isothermal website and have supplied your e-mail address, Isothermal may occasionally send you an e-mail to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with Isothermal and our services. If you send us a request (for example via a support e-mail or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other Users. Isothermal takes all measures reasonably necessary

to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information. Isothermal's Sites are in compliance with PCI vulnerability standards and with the laws of the State of North Carolina in order to create as secure of an environment as possible for Users.

### **Cookies**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Isothermal may use cookies to help Isothermal identify visitors, their usage of Isothermal websites, and their website access preferences. Isothermal visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Isothermal's websites, with the drawback that certain features of Isothermal's websites may not function properly without the aid of cookies.

### **Privacy Policy Changes**

Although most changes are likely to be minor, Isothermal may change its Privacy Policy from time to time, and in Isothermal's sole discretion. Isothermal encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact Isothermal Community College at:

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**Policy Number:** 801-01-01AP

**Adopted:** September 25, 2003

**Amended:** October 21, 2003; July 20, 2006; May 11, 2010; October 25, 2012

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