

## **Website Privacy Policy**

Pacific View Charter School (“PVCS”) hopes that you find its website to be useful and informative. To better serve the School’s current and prospective students, PVCS has enacted the following policy to provide the safest possible experience for this website’s users.

Please be sure to read this policy carefully before continuing to use the PVCS website.

### **Personally Identifiable Information**

PVCS works with School Pathways, a third-party vendor, to gather and maintain personally identifiable information for the purposes of student enrollment. Parents who choose to enroll their child at PVCS will be asked to provide the following via a website maintained by School Pathways:

- Parent/guardian’s name;
- Child’s name;
- Home/work/cell phone numbers;
- Home address;
- Addresses of other family members;
- Information regarding who has custody of your child; and
- Household income.

Such information is only gathered to the extent necessary to facilitate student enrollment. Both PVCS and School Pathways will maintain such information in accordance with all applicable laws. The personally identifiable information provided will not be sold to third parties or otherwise disclosed under any circumstances, except when required by law.

For more information regarding the privacy policies School Pathways has implemented, please visit <http://www.schoolpathways.com>.

### **Requesting Changes to Personally Identifiable Information**

PVCS wishes to maintain the most up-to-date information possible regarding its parents and students in order to ensure that PVCS can quickly contact parents when necessary. If a parent needs to change any of the personally identifiable information listed above, please contact [pvcinfo@pacificview.org](mailto:pvcinfo@pacificview.org) to notify PVCS of the changes.

### **Personal Information Provided by Parents About Children**

PVCS understands that student users who are under thirteen (13) years of age need special safeguards and privacy protection. Accordingly, PVCS is committed to comply with the Children’s Online Privacy Protection Act (“COPPA”) to the extent applicable. In order to help ensure student privacy, PVCS only receives personal information about its students directly from parents when the student is enrolled at PVCS. PVCS will not at any time collect personal information from children online.

Parents who enroll their child at PVCS are deemed to have consented to the child's use of applicable PVCS online materials to the extent necessary to further the child's educational experience at PVCS. Student information will be kept confidential in accordance with all federal, state, and local laws, including but not limited to the Family Educational Rights and Privacy Act ("FERPA").

If there are any questions regarding a student's online activities as they relate to PVCS, please contact [pvcinfo@pacificview.org](mailto:pvcinfo@pacificview.org).

## **Cookies**

PVCS uses "cookies" on this website. A cookie is a piece of data stored on a site visitor's hard drive to help PVCS improve access to this site. Using certain aspects of this website may require a cookie to be installed. However, any information PVCS gathers through the use of cookies will not be sold to third parties or otherwise disclosed, except to the extent required by law.

Cookies may also originate from a third party website, such as YouTube, Facebook, Twitter, Instagram, or Google Plus. PVCS does not have any control over how third party websites utilize information gained from cookies originating with the third party website.

Most website browsers have an option for disabling cookies. Please review your browser's operations manual for more details.

## **Use of a Web Browser's Do-Not-Track Features**

Certain web browsers have the option of enabling a do-not-track feature. This feature, if enabled, sends a special signal to websites, analytics companies, ad networks, plug in providers, and other such web services that the user would like to opt-out of tracking by websites the user does not visit.

Enabling a web browser's do-not-track feature will not affect the ability to view or operate this website. PVCS will make every effort to honor an Internet user's request if it detects a do-not-track signal, taking into account any technical issues needed to ensure that the PVCS website operates properly.

## **Links**

This website contains links to other sites. Please be aware that PVCS is not responsible for the content or privacy practices of such other sites. Persons using this website are encouraged to be aware when they leave the PVCS website and to read the privacy statements of any other site that collects personally identifiable information.

## **Security**

PVCS take precautions to protect any information it receives, both online and offline.

Wherever PVCS collects sensitive information, that information is encrypted and transmitted to PVCS in a secure way. Please be sure to verify the website's security by looking for "https" at the beginning of the address of the web page.

Furthermore, PVCS restricts offline access of personally identifiable information so that only those PVCS employees who have a legitimate need to access the information may do so.

### **Changes to Privacy Policy**

In the event this policy is changed, revisions will be posted to our website.

### **Effective Date of Privacy Policy**

This policy is effective as of June 16, 2015.

### **Consent**

Any person using this website is deemed to have consented to this policy.