

ALEXANDRIA CITY PUBLIC SCHOOLS INTERNET PRIVACY POLICY STATEMENT

Alexandria City Public Schools (ACPS) maintains public websites and social media accounts (e.g. Facebook, Twitter, Instagram, etc.) to inform the community about and to engage it in our mission to equitably provide a quality education to all students. The user’s privacy is important to us.

This Privacy Regulation describes the ways in which ACPS collects, uses, and discloses information about the user through our public websites, including the central ACPS website and its websites representing schools (collectively, our "Sites"), and our social media platforms.

Personal information collected and retained by our Sites will be maintained in compliance with the Virginia Privacy Protection Act.

Information Collection

Information the User Provides – ACPS may collect any information that the user provides when they use our Sites, including when the user responds to polls and surveys, applies for a job, or otherwise contacts us with a question, comment, or request. ACPS does not collect any student information through our public websites or social media platforms. All student information is collected through authenticated systems. Typical information the user is invited to submit to us includes, but is not limited to, the user’s name, home address, email address, local school, and affiliation (e.g. parent, teacher, etc.). Many of these forms and surveys also include a blank space the user can use to send us any type of comment or information. Do not use this field to convey highly personal or sensitive information.

Information Collected Automatically – In order to improve the content and usability of our Sites, ACPS may automatically collect certain information from the user, including:

- The Internet Protocol ("IP") address of the user’s Internet Service Provider ("ISP") and/or computer.
- The Domain Name of the user’s ISP and/or computer.
- The type and version of the user’s operating system and browser (such as Internet Explorer, Opera, Firefox, Chrome, etc.).
- The date, time, and duration of the user’s visit.
- The user’s clicks within the application.
- The web address of the previous site visited by the user’s browser (if detectable).

Cookies

Cookies are computer files that enable an application or website to distinguish between users. ACPS uses "temporary cookies" on some parts of our sites and applications, which expire when the user closes the browser session. ACPS may also use “persistent cookies” to understand how people access and use our sites and applications or improve the user experience.

47 If the user does not want our Sites to collect information through the use of cookies, they
48 can set their web browser to reject cookies. Each browser is different, so the user should
49 check their browser's "Help" menu to learn how to change their cookie preferences. If the
50 user rejects or blocks cookies, however, our Sites may not function as intended.

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52 **Use and Distribution of Information**

53 ACPS does not collect personally identifiable information for commercial or marketing
54 purposes, and we do not sell or disclose to third parties the personally identifiable
55 information we collect.

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57 ACPS uses this information for a number of purposes including, but not limited to:

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- 59 1. Responding to the user's requests for information;
- 60 2. Customizing the user's experience when using the Sites;
- 61 3. Responding to requests made under the Virginia Freedom of Information Act
62 ("FOIA"), through subpoenas, court orders and other administrative, judicial and
63 legal processes (however, ACPS may withhold certain information if the law
64 permits us to do so);
- 65 4. Improving the Sites, such as by tailoring our content to the user's needs and
66 preferences;
- 67 5. Generating and analyzing statistics about use of the Sites;
- 68 6. Protecting our rights, property, the security or integrity of the Sites, or the
69 personal safety of our employees, our students, users or visitors to the Sites, or
70 the public; and
- 71 7. Detecting, preventing, and responding to fraud, violations of our Terms of Use,
72 violations of law, or other misuse of the Sites, or responding to legal claims
73 against us.

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74 **Information Security**

75 ACPS uses commercially reasonable best practices to secure our systems and the data they
76 contain. ACPS strives to maintain reasonable administrative, technical, and physical
77 safeguards designed to safeguard the information collected by our Sites. However, no
78 information system can be 100% secure, so ACPS cannot guarantee the absolute security
79 of the user's information. Moreover, ACPS is not responsible for the security of
80 information the user transmits to our Sites over networks that ACPS does not control,
81 including the Internet and wireless networks.

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83 **Children's Information**

84 ACPS' Sites do not directly solicit or collect personally identifiable information from our
85 students. If a student wishes to share information via a form, ACPS recommends that
86 he/she obtain parental permission and that the parent supervise the activity.

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88 **External Links**

89 ACPS' Sites include links leading to sites that are not affiliated with ACPS. While every
90 effort has been made to evaluate the sites to which we link, we cannot control the content
91 that may appear on these sites. Please notify ACPS immediately if you discover that any of
92 the sites we link to display inappropriate content.

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94 **Intellectual Property**

95 The content of our applications and websites may be copyrighted, or may contain third-
96 party images or graphics that are used with permission. You must obtain permission from
97 the copyright holder before reproducing or otherwise using content, images or graphics
98 from our websites or applications.

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100 **Social Media Platforms**

101 ACPS uses social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) to
102 communicate with families, staff and other stakeholders. ACPS does not have complete
103 control over what information is collected on these sites. Please refer to the privacy
104 policies of these platforms to learn more.

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106 **Contact Information**

107 As our Sites evolve, ACPS may update this Policy Implementation Procedure. ACPS will
108 note the change on our home page to alert you to the modifications. Please contact us at
109 webmaster@acps.k12.va.us if you have comments or questions.

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111 Adopted: NEW

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114 Legal Refs.: Code of Virginia, 1950, as amended, §2.2-3803 (B)

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