



# PIEDMONT TECHNICAL COLLEGE PROCEDURE

PROCEDURE NUMBER: 1-2-1020.2

PAGE: 1 of 4

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**TITLE:** Website Privacy

**RELATED POLICY AND PROCEDURES:** 1-2-1020 College Communication

**DIVISION OF RESPONSIBILITY:** Administrative and Business and Finance

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June 10, 2013

October 26, 2016

October 26, 2016

\_\_\_\_\_  
Date Approved by President

\_\_\_\_\_  
Date of Last Review

\_\_\_\_\_  
Date of Last Revision

## DISCLAIMER

**PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE COLLEGE. THE COLLEGE RESERVES THE RIGHT TO REVISE THE CONTENT OF THIS DOCUMENT, IN WHOLE OR IN PART. NO PROMISES OR ASSURANCES, WHETHER WRITTEN OR ORAL, WHICH ARE CONTRARY TO OR INCONSISTENT WITH THE TERMS OF THIS PARAGRAPH CREATE ANY CONTRACT OF EMPLOYMENT.**

### **Administrative Responsibilities**

It is the joint responsibility of the Information Technology Department and the Office of Marketing and Public Relations to review and revise this procedure in accordance with the various provisions of Title 18, U.S. Code.

### **Procedure**

#### **A. The Collection of Personal Information**



## PIEDMONT TECHNICAL COLLEGE

### PROCEDURE

**PROCEDURE NUMBER: 1-2-1020.2**  
**PAGE: Page 2 of 4**

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1. Unless you provide additional information, Piedmont Technical College (PTC) collects non-personally-identifying information during your visit of the sort that web browsers and servers typically make available. PTC collects this information for statistical purposes only.
2. PTC collects this information for statistical purposes only in an effort to evaluate the site's usefulness to visitors. Any electronic information or inquiries that PTC receives from a website user shall be considered public information, unless otherwise required by law.
3. If you send an e-mail message to PTC or complete a questionnaire, form, or other online survey found on our website, PTC will maintain the information in accordance with applicable federal law.
4. PTC may contact you to make you aware of upcoming events, to provide information about an academic program or class, or to provide information about your enrollment status. We will not send notice if you ask to be removed from the official mailing list.
5. PTC does not disclose, give, sell or transfer any personal information about our visitors unless required for law enforcement or otherwise required by law.
6. This site is and is protected by various provisions of Title 18, U.S. Code. Violations of Title 18 are subject to criminal prosecution in federal court.

#### **B. Use of Cookies**

1. Certain PTC webpages may use "cookies," which are small amounts of information stored by your web browser software on your workstation. In most cases, this information is temporary in nature (called session cookies) and is deleted as soon as you leave the PTC website. The use of temporary cookies is solely for the purpose of allowing the user to interact with our website in an effective manner.
2. PTC provides access to resources and other information on this website as a public service. Although reasonable efforts have been made to ensure that all electronic information made available is current, complete and accurate, PTC does not warrant



## PIEDMONT TECHNICAL COLLEGE

### PROCEDURE

**PROCEDURE NUMBER:**

**1-2-1020.2**

**PAGE:**

**Page 3 of 4**

---

or represent that this information is current, complete and accurate. All information is subject to change periodically, without notice.

#### **C. Technical Inaccuracies or Typographical Errors**

1. The information and materials on this site could include technical inaccuracies or typographical errors. However, neither the State of South Carolina nor the South Carolina Technical College System makes any representations or warranties with respect to any information, materials, or graphics on this site. This information is provided strictly "as is," without warranty of any kind or nature whatsoever. The State of South Carolina and the South Carolina Technical College System and PTC expressly disclaims all warranties with regard to information, materials or graphics on this website. We expressly disclaim any warranties of merchantability, fitness for a particular purpose and non-infringement. Any claim with respect to the materials contained on this website shall be construed in accordance with the laws of the State of South Carolina.
2. Under no circumstances shall the State of South Carolina, the South Carolina Technical College System, PTC, its employees, agents, or representatives be liable under any theory of recovery at law or equity for any damages including but not limited to, special, direct, incidental, consequential, punitive arising out of or in any manner connected with the use of information or services or the failure to provide information from this website.
3. Unless otherwise noted on an individual document, file, web page or other website item, PTC grants users permission to reproduce and distribute all information available on this website for non-commercial purposes and usage, as long as the contents remain unaltered and as long as it is noted that the contents have been made available by PTC.

#### **D. Online Advertising**

1. PTC uses Google AdWords Instagram and Facebook remarketing to trigger advertising across the internet. These platforms will display relevant ads tailored to site visitors based on what parts of the website they have viewed by placing a cookie on their computer or mobile device. This cookie does not in any way identify the individual or give access to their computer. The cookie is used to say "This person visited this page, so show them ads relating to that page." These platforms



# PIEDMONT TECHNICAL COLLEGE

## PROCEDURE

**PROCEDURE NUMBER:** 1-2-1020.2  
**PAGE:** Page 4 of 4

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allow us to tailor our marketing to better suit the needs of website visitors and only display ads that are relevant to them.

2. Visitors can opt out of Remarketing and Advertising If they do not wish to participate in our Google AdWords Remarketing. To do this, they can visit Google's Ads Preferences Manager. They can also opt out of any third-party vendor's use of cookies by visiting [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/).