

POLICY AND PROCEDURE MANUAL

Policy Title:	THIRD PARTY SOCIAL MEDIA POLICY	Area of Responsibility: VICE PRESIDENT, COLLEGE COMMUNICATIONS & COMMUNITY RELATIONS, EXECUTIVE DIRECTOR, FOUNDATION
Policy Section:	INFORMATION TECHNOLOGY	
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6.9 THIRD PARTY SOCIAL MEDIA POLICY

Introduction

St. Clair College is a post-secondary education institution in Windsor Ontario. In an effort to provide accurate and timely information to prospective students, existing students, their parents and the general public, the College engages in communication activities that could include digital advertising, retargeting, social media advertising to name a few. In the course of this activity the College may request personal information of an individual including name, address, email, phone number, demographic information and other such relevant information.

In the undertaking of collecting this information, the College is committed to protecting the privacy of your personal information. The College at all times collects, uses and discloses personal information in accordance with the Freedom of Information and Personal Privacy Act, R.S.O. 1990, c. F.31 (“FIPPA”), and under authority of the Ontario Colleges of Applied Arts and Technology Act, 2002, S.O. 2002, c. 8, Sched. F, and other relevant legislation.

Scope

- The College may ask you to provide certain personal information that can be used to contact or identify you. The College collects this information for the purpose of providing the services, identifying and communicating with you, responding to your requests/inquiries, and improving our services.
- Personal information is an individual’s identifiable information such as name, mailing address, email address, phone number, IP address, demographics or other online contact information.
- We may also obtain personal information from third party sources which we will treat in accordance with this policy.
- The College does not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and you learn that your child has provided us with Personal Information, please contact the College.

- The College also may share links to content with users of various third party services (e.g., social networking, search and sharing services). By using any of these third party services to share links to content, you permit us to access, use and disclose any information relating to

your account on each third party service (such as your user name and profile information) that is available to us through the third party service, including through its application programming interface (API) pursuant to this Policy.

Usage

Cookies – How We Use Them

- Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and transferred to your device. The College uses cookies to allow the College web site to respond to you as an individual by gathering and remembering information about your preferences when using the Site so when you next visit the Site your preferences for using the Site are already set.
- In email programs, the College employs some tracking methods (e.g. "targeting, performance, and functionality cookies) which allows the College to track who opens College e-mail messages. This information is used internally only to help us deliver relevant messaging, and is not shared with any third parties.
- Google, as a third party vendor, uses cookies to serve ads about the College's services. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our Service or other web sites on the Internet.
- By using the College's web site, you consent to the placement of the cookies referenced above. You can, however, set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. You may also change your cookie settings through preference options in our Sites and/or Services, where applicable. We will indicate that upon selecting your preferences, that we will use a cookie to remember your preferences.

Online Advertising Used by The College

- St. Clair College uses Google AdWords remarketing and other 3rd party remarketing services to advertise the College across the Internet. Remarketing services and platforms will display relevant ads tailored to you based on what parts of the St. Clair College website you have viewed by placing a cookie on your computer. This cookie does not in any way identify you, or give us access to your computer.

Analytics Tools

- The College uses analytics tools and other third party technologies, such as Google Analytics to collect non-personal information in the form of various usage and user metrics when you use our online Sites and/or Services.
- The third party analytics companies who collect information on our Sites and/or Services and other online products and/or services may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

Security

- The security of your Personal Information is important to St. Clair College, and the College strives to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information the College stores, in order to protect it from unauthorized access, destruction, use, modification, or disclosure.

Links to Other Sites

- The College Service may contain links to other sites that are not operated by the College. If you click on a third party link, you will be directed to that third party's site. The College strongly advises you to review the Privacy Policy of every site you visit. The College has no control over, and assumes no responsibility for the content, privacy policies or practices of any third party sites or services.
- This Privacy Policy will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

Terms and Conditions of Use

The College reserves the right to update or change its Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.