

ARLINGTON PUBLIC SCHOOLS
Policy Implementation Procedures
30-2.3 Internet Privacy

Arlington Public Schools ("APS") maintains a public website to inform the community about and to engage it in our mission to provide a quality education to all students and to support the whole child. Your privacy is important to us.

This Privacy Policy Implementation Procedure describes the ways in which we collect, use, and disclose information about you through our public website that links to this Privacy Policy Implementation Procedure, including the central APS website, www.apsva.us, and websites representing schools (collectively, our "Sites").

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

INFORMATION COLLECTION

Information You Provide – We may collect any information that you provide when you use our Sites, including when you respond to polls and surveys, apply for a job, or otherwise contact us with a question, comment, or request. APS does not collect any student information through our public website. All student information is collected through authenticated systems. Typical information you are invited to submit to us includes, but is not limited to, your 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 you 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, we may automatically collect certain information from you, including:

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

Cookies

Cookies are computer files that enable an application or website to distinguish between users. We use "temporary cookies" on some parts of our sites and applications, which expire when you close the browser session. We may also use "persistent cookies" to understand the how people access and use our sites and applications.

If you do not want our Sites to collect information through the use of cookies, you can set your web browser to reject cookies. Each browser is different, so you should check your browser's "Help" menu to learn how to change your cookie preferences. If you reject or block cookies, however, our Sites may not function as intended.

USE & DISTRIBUTION OF INFORMATION

We do not collect personally identifiable information for commercial or marketing purposes, and we do not sell or disclose to third parties the personally identifiable information we collect. The personally identifiable information we collect is stored in a secure environment.

We use this information for a number of purposes including, but not limited to:

- Responding to your requests for information;
- Customizing your experience when using the Sites;
- Responding to requests made under the Freedom of Information Act ("FOIA"), through subpoenas, court orders and other administrative, judicial and legal processes (however, we may withhold certain information if the law permits us to do so);
- Improving the Sites, such as by tailoring our content to your needs and preferences;
- Generating and analyzing statistics about use of the Sites;
- Protecting our rights, property, the security or integrity of the Sites, or the personal safety of our employees, our students, users or visitors to the Sites, or the public; and
- Detecting, preventing, and responding to fraud, violations of our Terms of Use, violations of law, or other misuse of the Sites, or responding to legal claims against us.

INFORMATION SECURITY

APS uses commercially reasonable practices to secure our systems and the data they contain. We strive to maintain reasonable administrative, technical, and physical safeguards designed to safeguard the information collected by our Sites. However, no information system can be 100% secure, so we cannot guarantee the absolute security of your information. Moreover, we are not responsible for the security of information you transmit to our Sites over networks that we do not control, including the Internet and wireless networks.

CHILDREN'S INFORMATION

APS Sites do not directly solicit or collect personally identifiable information from or about children or our students. If a child wishes to share information via a form, we recommend that he/she obtain parent permission and that the parent supervise the activity.

OUTSIDE LINKS

APS Sites link to many other web resources that may be useful to you. Each school's webmaster may choose to link to external sites, which should align with the educational purpose of the school. Arlington Public Schools does not control the content, relevance or privacy practices of outside sites.

INTELLECTUAL PROPERTY

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

CONTACT INFORMATION

As our Sites evolve, APS may update this Policy Implementation Procedure. We will note the change on our home page to alert you to the modifications. Please contact us at webmaster@apsva.us if you have comments or questions.