

HIGHLAND COMMUNITY COLLEGE
GENERAL PERSONNEL POLICY

SUBJECT: Privacy Statement and Website Use Policy
BOARD OF TRUSTEE APPROVAL: 03/26/2025

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EFFECTIVE DATE: 03/27/2025

This Privacy Statement and Website Use Policy outlines how Highland Community College (HCC) collects, uses, and protects your information, as well as the terms governing your use of our site: highlandcc.edu.

Privacy Policy

HCC adheres to applicable privacy laws, including the Family Educational Rights and Privacy Act (FERPA), General Data Protection Regulation (GDPR), Gramm-Leach-Bliley Act (GLB), and Health Insurance Portability and Accountability Act (HIPAA), to protect your personal information. We aim to comply with all relevant provisions of these laws to maintain your trust and confidence.

- FERPA - student rights with respect to their educational records
- GDPR - privacy rights applicable to users in the European Union
- GLB - financial information security and confidentiality
- HIPAA - protects individually identifiable health information (IIHI)

Terms of Use

By accessing and using our website, you agree to comply with the following terms:

- Purpose of Use: Our website is designed to provide information and services to prospective students, current students, alumni, faculty, staff, and the community. Use the site responsibly and for its intended purposes.
- Content Accuracy: While the College strives to keep information current, HCC reserves the right to modify content, including fees, policies, and course offerings, without prior notice.
- User Conduct: Engaging in activities that infringe on others' rights, are offensive, or violate laws is strictly prohibited. This includes uploading content that is defamatory, obscene, or otherwise inappropriate.
- Social Media Policy: Participation in our social media platforms should be respectful and constructive. HCC reserves the right to remove content or restrict access for users who violate these standards.

Information Collection and Use

HCC collects personal information that you voluntarily provide through forms or other interactions on our website. This information is used solely for the purposes stated at the point of collection and will not be shared without your explicit consent, unless required by law.

Cookies and Tracking Technologies

Cookies are small text files that websites send to your device to store information about your visit. They help websites remember your preferences and make your browsing experience more convenient. Our website uses cookies and similar technologies to enhance your browsing experience, analyze site traffic, and support our marketing efforts. By using our website, you consent to the use of these technologies.

You may adjust your browser settings to manage or disable cookies; however, this may affect certain functionalities of the site.

Google Analytics (GA)

HCC uses a tool called "Google Analytics" to collect information about how visitors use our website. Google Analytics (GA) collects data such as how often users visit this site, what pages they visit, and what other sites they used prior to coming here. HCC use this information to improve our website and the content provided. GA collects only the IP address assigned to your browser on the date of your visit, not your name or other identifying information. HCC does not combine the information collected through the use of GA with any personally identifiable information.

Although GA plants a "cookie" on your web browser to identify you as a unique user, the cookie cannot be used by anyone other than Google. Google's ability to use and share information collected by GA is governed by the [Google Analytics Terms of Use](#) and the [Google Privacy Policy](#). You can prevent GA from recognizing your return visits to this site by disabling cookies in your browser settings.

Data Security

HCC implements appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. Our commitment to data security ensures that your information is handled with the utmost care.

Third Party Sites

Links within our site may connect to external sites outside of our domain as a convenience to you. If you use these links, you will leave highlandcc.edu. HCC is not responsible for the privacy practices or the content of such websites and do not make any representations about them. Before visiting or providing personally identifying information to any third-party website, you should review its privacy policy and practices and should take the steps necessary to protect your privacy.

Copyright Statement

All content on this website, including text, graphics, logos, videos, and images are the property of Highland Community College or its third-party providers. This content is protected by copyright laws and may not be reproduced, distributed, modified, or used without prior written consent from Highland Community College, its third-party providers, or as permitted by the fair use exception of the U.S. Copyright Act.

Prohibited conduct includes: 1) use of the copyrighted materials in a way that constitutes libel, false advertising, copyright or trademark infringement, harassment, professional misconduct, or a violation of privacy or other rights protected under the law; 2) unauthorized use of any copyrighted materials to promote products, causes or political candidates; and/or, 3) use that violates copyright, trademark, privacy, political activity or publicity/communications laws and regulations. The user assumes all risks of copyright infringement and/or violation of other federal and state laws, rules, and regulations. Request to use copyrighted materials can be sent to our marketing team at marketing@highlandcc.edu. Unauthorized use of any content may result in legal action.

HCC Website Accessibility and Equal Opportunity Statement

Highland Community College is committed to providing a website that is accessible to the widest possible audience, regardless of technology or ability. We are actively working to increase the accessibility and usability of our website and in doing so adhere to many of the available standards and guidelines.

Highland Community College does not discriminate in its education and employment programs based on religion, age, race, color, national origin, gender, marital or parental status, or disability and complies with Title VI of the Civil Rights Act of 1964, Title IX Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. Inquiries concerning the College's compliance with its nondiscrimination policies or Title IX may be referred to the Vice President for Student Services or Human Resources Manager. Inquiries concerning the College's compliance with Section 504 and its policies may be directed to the Vice President for Academic Affairs.

To further our commitment to nondiscrimination, HCC is working to ensure our site conforms to level Double-A World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.0. Such guidelines detail best practices for ensuring assistive technology users can access the site. The guidelines also make the site more user-friendly for all people.

Should anyone find information or functionality which is inaccessible, please contact the HCC webmaster at helpdesk@highlandcc.edu. The College will make every reasonable effort to accommodate. You may also report any accessibility issues you are experiencing with HCC's website by utilizing our [Website Accessibility Issues Reporting Form](#). Any individual who believes material on this site is inaccessible and is considered to be a violation of Section 504 of the Rehabilitation Act and/or Title II of the Americans with Disabilities Act (ADA) may file a written grievance.

Changes to This Policy

HCC may update this Privacy Statement and Website Use Policy periodically to reflect changes in our practices or legal requirements. HCC encourages you to review this page regularly to stay informed about how the College is protecting your information.

Contact Us

If you have any questions or concerns about this policy or our data practices, please contact us at helpdesk@highlandcc.edu. Thank you for visiting our website. HCC is dedicated to providing you with a secure and enjoyable online experience.