

## Salisbury Academy Privacy Policy

**Effective Date:** May 29, 2025

Salisbury Academy ("we," "our," or "us") is committed to protecting the privacy and security of our students, parents, faculty, and visitors. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you interact with our website, participate in our programs, or engage with us in other ways.

### 1. Information We May Collect

We may collect the following types of information:

- **Personal Information:** Name, address, email, phone number, student names, and birth dates.
- **Educational Information:** Academic records, attendance, grades, and teacher evaluations.
- **Financial Information:** Payment information, tuition records, and scholarship applications.
- **Health Information:** Medical forms, allergy information, and emergency contact details or other similar information as required or permitted by law.
- **Technical Information:** IP addresses, browser types, and activity/traffic logs or other similar information when interacting with our website or information stored on your computer as a result of visiting our website such as "cookies" or similar files.

### 2. How We Use Your Information

We use the information collected to:

- Facilitate enrollment and academic records management.
- Communicate important updates regarding school events, emergencies, and academic progress.
- Process payments, scholarships, and financial aid applications.
- Enhance our educational programs and services.
- Ensure the safety and well-being of students while on campus or at school events.
- Salisbury Academy strives to ensure the privacy of personally identifiable information and will only share information considered private with third parties pursuant to legal process or as otherwise permitted or required by law.

### 3. Information Sharing and Disclosure

We do not sell or rent your personal information. We may share information with:

- **Educational Partners:** For dual enrollment or collaborative educational programs.
- **Service Providers:** For technology services, payment processing, and communication tools or other similar third party vendors or contractors.
- **Legal Requirements:** If required to comply with applicable laws, governmental requests, or other similar legal process.

### 4. Parental Consent and Children's Privacy

Salisbury Academy does not intend for its systems related to its website or social media technologies to be used by children under the age of 13. We will not knowingly collect personally identifiable information via our website or systems from visitors in this age group and will take prompt steps to delete any such information that we inadvertently collect. Legal guardians or other authorized individuals that may properly consent may submit information from children under 13 in compliance with COPPA (Children's Online Privacy Protection Act). Parents may have the right to review their child's information and request corrections or deletions to the extent permitted or required by law.

### 5. Data Security

We implement industry-standard security measures to protect your data, including encryption, firewalls, and secure access protocols. Despite these measures, we cannot guarantee absolute security due to the nature of online transmissions. We conduct regular security audits and staff training to ensure compliance with best practices and comply with all state and federal statutes requiring safeguards on specific types of information. You specifically agree on behalf of yourself and/or as the legal guardian of any user with information transmitted through our systems that you/they do so at their own risk, in lieu of specifically available manual (in person, mail, etc.) processes available to you, and you/they agree to indemnify and hold harmless Salisbury Academy and its employees and agents from any claims, damages, losses, liabilities, costs and expenses, attorneys' fees, resulting directly or indirectly from use of our systems or website.

### 6. Your Privacy Rights

You have the right to access, update, or delete your personally identifiable information to the extent required by law. Requests can be made by contacting us at 704-636-3002. We strive to respond to all requests within 30 days.

## **7. Policy Changes**

We may update this Privacy Policy periodically. Changes will be communicated through official channels or posted on our website in our complete discretion at any time.

## **8. Contact Us**

All materials on our systems or website are considered protected and copyrighted by Salisbury Academy unless otherwise indicated. For questions or concerns about this Privacy Policy, please contact: 704-636-3002