

# Internet Privacy Policy

## ✧ Our Commitment to Privacy

Woodcrest School (“Woodcrest”) respects the privacy of every individual who visits [www.woodcrestschool.com](http://www.woodcrestschool.com) and [www.woodcrestpreschool.com](http://www.woodcrestpreschool.com) (“Web site”). This notice explains our online information practices. Because your privacy is important to us, we provide you with notice and choices about the collection and use of your information. To make this notice easy to find, links are provided at the bottom of our homepage and on every page within our Web site. Additionally, each page that requests personally identifiable information reminds you of the importance of your privacy and provides a link to the privacy policy. By visiting Woodcrest School at [www.woodcrestschool.com](http://www.woodcrestschool.com) and [www.woodcrestpreschool.com](http://www.woodcrestpreschool.com), you accept the practices described in this Privacy Notice. You may click on any underlined word to receive a more in-depth explanation of the term.

## ✧ Use of Cookies

We use cookies, small files that are sent to your Web browser and stored on your computer's hard drive, to improve your Web site experience. The cookie is used to speed up your access to the Web site and the information you wish to see, but it does not contain any personal information. The majority of Web browsers accept cookies, but the “help” menu on your browser should give you options for preventing, accepting, or receiving notice of new cookies. However, please be aware that if you block cookies, some Web site functionality may be lost.

The AdRoll website uses cookies, tracking pixels and related technologies. Cookies are small data files that are served by our platform and stored on your device. Our site uses cookies dropped by us or third parties for a variety of purposes including to operate and personalize the website. Also, cookies may also be used to track how you use the site to target ads to you on other websites.

## ✧ Data Collection

We collect two types of information:

1. Standard Web server traffic pattern information. General traffic, site usage, browser information and length of stay information is collected and stored in [log files](#). This type of information is shared externally only on an aggregated basis.
2. Personal information. We do not collect personally identifiable information from you unless you provide it to us voluntarily and knowingly. If you personalize a Web site, volunteer, order a book, request information, or donate, for example, we may collect the following information: first and last name, street address, city, state, zip code, telephone number, email address, child’s name, credit card information, medical information, and subject of inquiry.

## ✧ **Data Use**

We limit the use of information provided to us on our Web site to the following:

## ✧ **Internal Use**

1. If you do not make a service request, donation, purchase, or otherwise identify yourself, we will have no personally identifiable information about you. We will only use aggregate information derived, in part, from your use of our site to improve our site and our service to you.
2. If you provide personal information, we may enter your name into our constituent database and contact you in order to:
  - Complete voluntary surveys seeking feedback for quality and service improvement purposes.
  - Supply you with information including school related news, programs, events and services.
  - Request voluntary time or monetary contributions to Woodcrest School.
3. We collect the email addresses of those who communicate with us by email. Inquiries may be forwarded to the appropriate Woodcrest School department for response and may be entered into our constituent database. If your name is entered into the database, we may contact you (see (2) above).

## ✧ **External Use**

1. Your student information is privileged and confidential and will not be shared or released to any organization or business entity.
2. We occasionally hire other companies to provide limited services on our behalf. We will only provide those companies the information they need to deliver the service and prohibit them from using that information for any other purpose.
3. As you browse [www.woodcrestschool.com](http://www.woodcrestschool.com) or [www.woodcrestpreschool.com](http://www.woodcrestpreschool.com), advertising cookies will be placed on your computer so that we can understand what you are interested in. Our display advertising partner, AdRoll, then enables us to present you with retargeting advertising on other sites based on your previous interaction with [www.woodcrestschool.com](http://www.woodcrestschool.com) or [www.woodcrestpreschool.com](http://www.woodcrestpreschool.com). The techniques our partners employ do not collect personal information such as your name, email address, postal address or telephone number. You can visit this page to opt out of AdRoll and their partners' targeted advertising.

## ✧ Your Options

We respect your privacy and allow you to restrict internal and external sharing of your personal information. We recognize that you may wish to limit the ways in which we contact you and we offer the following options:

1. Do not contact me by telephone.
2. Do not contact me by postal mail.
3. Do not contact me by email.

If you contact us with an opt-out request, all reasonable efforts will be taken to ensure that you will not receive any of the selected communications from us in the future. If you do not wish to opt out at this time, you may do so at a later date should you so desire.

If you opt back into a specific service, you will receive communication in that manner, regardless of your overall opt out selections. These services may include newsletter subscriptions or email communication by asking a question using “Contact Us.”

## ✧ Access

Upon request, we will provide you with the information we maintain about you so that you may request corrections. This information will be sent via postal mail, which we believe is the most secure method of communication. Please contact us by email at [info@woodcrestschool.com](mailto:info@woodcrestschool.com) or in writing at:

**Woodcrest School**

and from our credit card processor; restricted access of personally identifiable information; and, periodic security audits.

## ✧ **Contact Us**

This privacy statement will be updated periodically and posted on our Web site. It applies only to our on-line practices and does not encompass other areas of the organization. We reserve the right to change this policy at any time by posting revisions. You agree to review the Privacy Policies each time you use our Web site so that you are aware of any modifications. By accessing or using the Web site, you agree to be bound by all of the terms and conditions of the Woodcrest School Privacy Policy as posted at the time of your access or use. If you have any questions about our policy or our compliance, you may send us an email at [info@woodcrestschool.com](mailto:info@woodcrestschool.com) or write to:

**Woodcrest School**