

## PRIVACY STATEMENT

This Privacy Statement describes how Loyalist College will collect, use, and disclose personal information of visitors to the website, [www.loyalistcollege.com](http://www.loyalistcollege.com) ("Website").

### What is Personal Information?

Personal information is information you may have given us that relates specifically to your identity, such as:

name, mailing address, and e-mail address(es)

demographic information (example: your age)

your interests and preferences

personal identifiers in photo content

Personal information is collected by us when you choose to provide it to us via the Loyalist College website. Participation is voluntary, and you therefore have a choice whether or not to disclose this information.

### What Personal Information Do We Collect?

Generally, you can visit [www.loyalistcollege.com](http://www.loyalistcollege.com) without submitting any personal information about yourself. However, in some cases, you must complete a form provided online. Forms may require you to give us personal information such as your contact information and your age.

Loyalist College will collect personal information voluntarily submitted by you. The type of information we request may include your:

name, address, telephone number, and e-mail addresses

demographic information such as age, gender, place of residence, and educational information

Personal information is also collected through the Contest Website's technology. As is true of most websites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

Another way we collect personal information through our technology is through the use of cookies.

Cookies are small files of information that save and retrieve information about your visit to the Website, such as how you entered the site, how you navigated through the site, and what information you reviewed. The cookies we use identify you only as a number. You can disable cookies on your computer by changing the settings of your browser.

We use this information, which does not identify individual users, to recognize repeat visitors to the Website so they do not have to log in every time they visit, analyze trends, administer the site, track users' movements around the site and gather demographic information about our user base as a whole.

Why Are We Collecting Personal Information?

Your Personal Information is important for us to collect, as it allows us to:

determine your identity;

administer and manage the Contest;

communicate with you;

respond to any questions you may have; and

provide information to you about our programs, services, promotions and events

#### Use of your Personal Information

Your personal information may be used by us for the following purposes:

If you upload or post personal information on the Loyalist College website, we may, use your name and certain other information to contact you or in the case of contests, announcing and promoting the winners of the contest.

We may use your personal information to monitor and control access to the Loyalist College website, to monitor the comments posted on the Website, and to monitor other activities related to the Website. Our right to use your personal information to monitor and control the contents of the Website and does not constitute a warranty or representation by Loyalist College to monitor and control the content posted on the Website; and Loyalist College may also use your personal information if we have reasonable grounds to believe that the information could be useful when investigating a contravention of federal, provincial or foreign law or in order to protect or defend a legal interest.

Loyalist College will not sell, rent or lease your personal information to third parties.

#### Disclosure of your Personal Information

We will only disclose your Personal Information to third parties:

Where you have specifically given us your consent to disclose your Personal Information for a designated purpose; as required by law, such as by an order of a court, or to defend a legal interest.

#### Protection of Personal Information

Loyalist College will take precautions to protect the personal information you have provided.

However, please remember that electronically submitted data is not 100% secure, and therefore we make no warranties as to the security of any information you submit to us electronically. We cannot guarantee that personal information voluntarily disclosed as described above will not be collected and used by third parties.

#### Children and Personal Information

No one under the age of 13 may provide any personal information to or on the Website. Loyalist College will not knowingly collect personal information from anyone under the age of 13.

Loyalist College may collect personal information about people that are under the age of majority or who cannot give valid consent. Loyalist College will allow underage individuals to submit personal information only if they indicate that a parent or legal guardian has given consent on their behalf to this privacy policy. If you are under the age of majority in Ontario and your parent or legal guardian has not consented on your behalf to your use of this Website, you may not use the Website.

#### Third Party Usage

#### Content Posted On The Loyalist College Website

Any personal information, photo content, or comments that you voluntarily disclose online may be collected and used by others. Materials and comments posted to online forums, feedback, bulletin boards or chat rooms are public, not secure and may be viewed by anyone. Any personal information you post may be collected and used by anyone and may result in unsolicited messages from other internet users. Any photos that you upload may be shared or redistributed through the internet and other media channels, and may be viewed by other visitors to the Loyalist College website, or the general public. Sharing of contents may include the linking of your photo to third party websites, or posting of your photo on social networks such as but not limited to, Facebook, Myspace, and Twitter, and photo sharing websites such as but not limited to, Flickr and YouTube.

#### Links to and from Other Websites

The Website contains links to other websites, and may itself be linked to other websites owned and operated by third parties. These third parties may have different policies concerning the treatment of personal information. Please review the privacy policies of these other websites before posting your personal information to another third party website, commenting through a third party website or application, or disclosing any information to a third party.

Loyalist College takes no responsibility for the collection, disclosure, or use of any information submitted to a third party by you.

#### Storage of Your Personal Information

Loyalist College will only store your personal information for a period that is reasonably necessary to meet the purposes for which it was collected.

#### Control of Your Personal Information

Upon request, Loyalist College will provide you with access to any personal information you have given us. Also, upon request, Loyalist College will destroy any Personal Information about you that it keeps on file; correct any incorrect personal information, while allowing you to continue to access its website. Please note that any request to destroy the personal information we have on file may exclude you from

being able to participate in contests. To request a change or correction, please contact us through the contact information given below.

#### Changes to this Privacy Statement

We reserve the right to modify this privacy statement at any time. If we decide to change our privacy policy, we will post those changes to this privacy statement, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

#### Further Information:

If you have any questions or comments regarding our privacy policy or for technical issues, please contact us at [webmaster@loyalistc.on.ca](mailto:webmaster@loyalistc.on.ca).