



NORTHWEST ARKANSAS COMMUNITY COLLEGE

NWACC POLICY (NUMBER) XXXX

POLICY NAME: NWACC Website Privacy and Online Data Practices

Original Adoption:

Revised:

Next Scheduled Review:

Responsible Cabinet Member:

Department/Office:

POLICY STATEMENT

NorthWest Arkansas Community College (“NWACC”) is committed to protecting the privacy of visitors who interact with the College through its official websites and online services. This section explains how information may be collected, used, stored, and shared when you visit or use NWACC web resources. By accessing or using an NWACC website, you acknowledge that certain information may be collected and processed as described in this Privacy Notice.

JUSTIFICATION

NorthWest Arkansas Community College maintains websites and online services that collect and process certain technical, usage, and voluntarily provided information in support of the College's educational mission and business operations. Federal and state laws, including the Family Educational Rights and Privacy Act (FERPA), the Gramm-Leach-Bliley Act (GLBA), the Health Insurance Portability and Accountability Act (HIPAA), the Arkansas Personal Information Protection Act, and other applicable privacy and transparency laws, establish requirements governing the collection, use, protection, and disclosure of information obtained through electronic platforms.

This policy establishes a framework for the responsible management of information collected through NWACC websites and online services, promotes transparency regarding online data practices, supports information security and risk management efforts, and affirms the College's commitment to protecting user privacy while maintaining effective and accessible digital resources.

SCOPE

This policy applies to NorthWest Arkansas Community College's official websites, web applications, and online services, and governs the collection, use, storage, sharing, and protection of information obtained through those resources. It applies to information collected automatically through website technologies, including cookies and analytics tools, as well as information voluntarily provided by individuals interacting with the College through electronic forms, communications, registrations, applications, and other online services.

This policy applies to visitors, students, employees, applicants, alumni, donors, and other individuals who access or interact with NWACC's websites and online resources. It does not supersede specific legal

requirements governing education records, financial information, health information, or other categories of protected data, which remain subject to applicable federal and state laws and related College policies.

What Information Do We Gather About You?

Information Automatically Collected

Like most websites, NWACC and its authorized service providers automatically collect limited technical and usage information to support website operations, security, and performance. This may include:

- IP address and internet domain information
- Browser type, device information, and operating system
- Date, time, and duration of website visits
- Pages visited, files accessed, and services requested
- Referring websites or search engines used to access NWACC websites
- Cookie identifiers and similar tracking technologies

This information is generally collected in aggregate form and is not typically used to identify individual users.

NWACC may use IP address information to identify approximate geographic regions from which users access the website. Unless voluntarily provided by the user, this information is not linked to personally identifiable information.

Information You Voluntarily Provide

You may choose to provide personal information when interacting with NWACC online services, including by:

- Completing online forms
- Registering for events or services
- Submitting applications or inquiries
- Sending emails or other communications

Information voluntarily provided may be retained and used to respond to requests, provide services, or support legitimate College operations.

How Information Is Used

NWACC uses collected information to:

- Operate, maintain, and improve website functionality
- Monitor website performance and usage trends
- Support cybersecurity, fraud prevention, and system administration
- Respond to inquiries and communications
- Enhance user experience and accessibility
- Comply with legal, regulatory, and institutional obligations

Email addresses and contact information provided to the College are used only for legitimate institutional purposes. NWACC does not sell or rent personal information to third parties for commercial marketing purposes.

Third-Party Services and Analytics

NWACC may use third-party service providers to support website functionality, analytics, communications, and related services. These providers may collect or process limited information on behalf of the College as necessary to perform contracted services.

Analytics tools, including services such as Google Analytics, may collect information regarding website traffic and user interactions. NWACC requires service providers to maintain appropriate safeguards and to use information only for authorized purposes.

The College may disclose information when necessary to:

- Comply with applicable laws, regulations, subpoenas, or legal processes
- Investigate or prevent fraud, unauthorized access, or security incidents
- Protect the safety, rights, or property of the College community or others

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How Is Information Collected and How Can You Opt Out?

Google and other third parties may use cookies, web beacons, and similar technologies to collect or receive information from the NWACC website and elsewhere on the internet. These tools help administrators track site usage, understand how users find the site, and improve website function and content.

You can opt out of the collection and use of this information through tools such as the Network Advertising Initiative opt-out page or Google's Ads Settings. For more information on Google Analytics, please consult their terms of use and privacy practices.

Cookies and Similar Technologies

NWACC websites may use cookies, pixels, web beacons, and similar technologies to improve website performance and user experience.

Cookies are small text files stored on a user's device that help websites recognize returning visitors, remember preferences, and analyze website usage.

Cookies used by NWACC websites may include:

- Functional Cookies – Support website features and remember user preferences such as language or accessibility settings
- Analytics Cookies – Help measure website traffic, navigation patterns, and site performance
- Third-Party Cookies – May be placed by integrated services such as video platforms, social media tools, or analytics providers

Some technologies may collect information regarding browsing activity across websites and online services. For more information about cookies, visit allaboutcookies.org.

Managing Cookie Preferences

Most internet browsers allow users to manage or disable cookies through browser settings. Users may also opt out of certain targeted advertising or analytics services through third-party opt-out tools.

Please note that disabling cookies or tracking technologies may affect the functionality or availability of some website features.

Third-Party Websites and Cookies

The NWACC website may contain links to other websites. We are not responsible for the privacy practices or the content of such websites. Cookies may also be set by third parties for which the NWACC website has implemented plug-ins. You should review the privacy statements of these third-party sites directly.

Information Security

NWACC maintains reasonable administrative, technical, and physical safeguards designed to protect information collected through its websites from unauthorized access, disclosure, alteration, or destruction.

Although the College strives to use commercially reasonable security measures, no method of internet transmission or electronic storage can be guaranteed to be completely secure. Accordingly, NWACC cannot guarantee absolute security of information transmitted electronically.

State and Federal Laws Governing Privacy and Data Protection

We are committed to ensuring the privacy and accuracy of your confidential information. The following federal and Arkansas state laws govern how we collect, protect, and may be required to disclose your information:

Federal Laws:

- Family Educational Rights and Privacy Act (FERPA) – Protects the privacy of student education records and limits their release except in limited circumstances.
- Gramm-Leach-Bliley Act (GLBA) – Protects the financial data privacy of students, applicants, and others who apply for or receive financial products or services from the College.
- Health Insurance Portability and Accountability Act (HIPAA) – Protects personal health information maintained or transmitted by covered components of the College.

Arkansas State Laws:

- Arkansas Personal Information Protection Act (Ark. Code Ann. § 4-110-101 et seq.) – Requires the College to implement and maintain reasonable security procedures to protect personal information, and mandates notification to affected Arkansas residents and the Arkansas Attorney General within 45 days of discovering a data breach affecting their unencrypted personal information. If a breach affects more than 1,000 individuals, the Arkansas Attorney General must also be notified.
 - Arkansas Personal Data Protection Act (APDPA) (effective July 1, 2025) – Establishes rights and obligations related to the processing of personal data of Arkansas consumers, including requirements for opt-in consent for sensitive data (such as health, biometric, racial/ethnic, or religious information) and opt-out rights for targeted advertising and data sales.
 - Arkansas Act 1713 of 2003 – Governs data collection policies for state agency and public institution websites, including requirements for transparency about what information is collected and how it is used.
 - Arkansas Freedom of Information Act (FOIA), Ark. Code Ann. § 25-19-101 et seq. Because the College is a public institution in Arkansas, some information collected from the NWACC website — including server logs, emails delivered to the institution, and information submitted via web-based forms — may be subject to disclosure under the Arkansas (FOIA). We do not actively share personal
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information gathered from our web servers, but we cannot guarantee confidentiality of information that falls within the scope of FOIA.

Users in the European Economic Area or United Kingdom

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, additional privacy rights and protections under the General Data Protection Regulation (GDPR) or applicable local law may apply to you. For more information see the link below for the full GDPR Privacy Notification.

Liability Disclaimer

This Privacy Statement explains the online privacy policy and practices that NWACC has adopted for the NWACC website. In legal terms, this notice shall not be construed as a contractual promise, and NWACC reserves the right to amend it at any time. Neither NWACC nor any of its units, departments, employees, agents, or trustees shall be held liable for any improper or incorrect use of the information described and/or contained on NWACC website.

Changes to This Privacy Statement

This Privacy Statement may be updated periodically to reflect changes in law, technology, or NWACC practices. Any changes will be posted on this page. We encourage you to review this statement periodically. Your continued use of the NWACC website after changes are posted constitutes your acceptance of such changes.

Contact Information

If you have questions or concerns about this Privacy Statement or how your information is handled, please contact:

Privacy Officer/Data Protection Officer

Attn: Chief Information Officer

Phone: 1.479.986.4000

E-mail: webmaster@nwacc.edu or helpdesk@nwacc.edu

Postal Address: One College Drive Bentonville, AR 72712

RELATED PROCEDURES, DOCUMENTS AND FORMS

[Family Educational Rights and Privacy Act \(FERPA\)](#)

[Gramm-Leach-Bliley Act Notification](#)

[General Data Protection Regulation](#)

[NWACC GDPR Privacy Notice - Employees](#)

[NWACC GDPR Privacy Notice - Students](#)

[NWACC Privacy Policy](#)
