

## **Collision Career Apprentice Pilot Program Privacy Policy**

Effective Date: 10/14/2020

The Collision Career Apprentice Pilot Program (“Program”) associated with Ranken Technical College (“we,” “our,” or “us”) provides this Privacy Policy (“Policy”) to describe how we collect, use, and disclose information through our website Beacollisionengineer.com (“Site”).

To view our Family Educational Rights and Privacy Act (FERPA) Policy please visit <https://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>.

### **Information We Collect**

When using our Site, you may voluntarily provide information about yourself, including your name, mailing address, email address, city and state, phone number and any other information you choose to provide. We collect this information when you use our Site, contact us through the Site, make requests regarding our Program or interact with us for any other purpose. We also gather demographic information, such as age, gender, preferences, interests, and favorites.

Our Site may include functions for sharing information about yourself publicly including social media sharing features, chat rooms, forums, message boards, and /or news groups. Choosing to share information about yourself publicly falls outside of this Policy.

We collect information relating to your interactions with us and our Site, including your IP address, browser type, domain names, access times and referring website addresses and other information we collect through the use of cookies and similar technology. We use this information to operate and enhance our Site and Program. See the Digital Advertising & Analytics section of this privacy notice to learn more about the use of this information and the choices available to you.

### **How We Use Your Information**

We may use your information for any lawful purpose, including the following:

- To create and maintain your account;
- To communicate with you about the Program;
- To provide information on partner services and offerings including partner schools;
- To respond to your inquiries;
- To provide products and services you request, including to provide publications to which you subscribe;
- To operate, personalize, and improve the Site, including for analytics purposes;
- To analyze the outcomes and success of the Program;
- To send surveys, promotions, and marketing materials that may be of interest to you;
- For our other business purposes, such as research, lead generation, advertising, payment processing, data hygiene, and operational purposes;
- To comply with the law and to maintain the security of our Site; or
- With your consent, or as otherwise disclosed at the time information is collected.

### **Information Sharing**

We may share the information we collect about you as described below:

- With our affiliate schools, vendors, consultants, agents, contractors, and other service providers that we use to support our business;

- To operate, maintain, and improve our Site;
- To fulfill your orders and requests;
- With other companies or schools to send you information about their products and services that may be relevant to you;
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding;
- Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, or to protect our rights or the rights of third parties;
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been anonymized or aggregated without limitation.

### **Digital Advertising & Analytics**

We may partner with ad networks and other ad serving providers (“Advertising Providers”) that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information Advertising Providers collect about your use of the Site and other sites or apps over time, including information about relationships among different browsers and devices. This type of advertising is known as interest-based advertising.

We adhere to the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles in connection with this interest-based advertising activity. You may visit the DAA Webchoices tool at [www.aboutads.info](http://www.aboutads.info) to learn more about this type of advertising and how to opt out of this advertising on websites by companies participating in the DAA self-regulatory program. If you delete your cookies or use a different browser or mobile device, you may need to renew your opt-out choices exercised through the DAA Webchoices tool. If you use multiple browsers and devices you should set your choices. Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests. Additionally, your browser may offer tools to limit the use of cookies or to delete cookies; however, if you use these tools, our Site may not function as intended.

We may also work with third parties that collect data about your use of the Site and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the Site and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our Site, visit <https://www.google.com/policies/privacy/partners/>, and to opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

### **Third-Party Links and Tools**

Our Site may provide links to third-party websites or apps. We do not control the privacy practices of those websites or apps, and they are not covered by this privacy notice. You should review the privacy notices of other websites or apps that you use to learn about their data practices.

Our Site may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on the Site, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party companies and your use of their features are governed by the privacy notices of the companies that provide those features. We encourage you to carefully read the privacy notices of any accounts you create and use.

### **Your California Privacy Rights**

For California Residents Only: You may request information about our practices related to our disclosure of your personal information to certain third parties who use it to contact you about their services. You may opt out of our sharing of your personal information with unaffiliated third parties for these purposes. Please send your request (along with your full name, email address, postal address, and the subject line labeled "Your California Privacy Rights") by email to [pilot@ranken.edu](mailto:pilot@ranken.edu).

### **Your Choices**

To opt out of our email marketing, you can use the link provided at the bottom of each marketing message.

You may also opt out or unsubscribe from future emails by sending a request to [pilot@ranken.edu](mailto:pilot@ranken.edu) using the subject line "Unsubscribe from email communications." To ensure your opt-out request is properly processed, be sure to send your message using the same email account to which we sent our correspondence.

### **Changes to Our Privacy Notice**

If our information practices change, we will post these changes on this page. We encourage you to visit this page periodically to learn of any updates.

### **Contact**

If you have questions, comments, or concerns about this privacy notice, please contact us at:

Collision Career Apprentice Pilot Program  
4431 Finney Avenue  
St Louis, MO 63113

[pilot@ranken.edu](mailto:pilot@ranken.edu)