918. PRIVACY POLICY FOR ELECTRONIC COMMUNICATIONS

The Lancaster County Career & Technology Center respects the privacy needs of our valued students, alumni, colleagues, community and influencers. This Privacy Policy outlines what specific information is gathered and how that information is used with regard to electronic communications.

Maintaining the privacy of your information is of paramount importance to us as it helps foster confidence, goodwill and stronger relationships with you. If, at any time, you have questions or concerns about our privacy practices, please feel free to contact the Business Manager at 717-464-7055.

Information Collection and Use

The Lancaster County Career & Technology Center explicitly asks when we seek information that personally identifies you (“Personal Information”). Your personal information is used primarily to establish personal accounts to gain access to LCCTC email updates, and to contact you in the course of valuable research or special events. Demographic and profile data collected by the Lancaster County Career & Technology Center may be used to tailor our web site and email communications, and to share information that is more relevant to you. The Lancaster County Career & Technology Center also compiles demographic and personal information, but in the aggregate only, and may make that aggregate information publicly available. Under no circumstances will the Lancaster County Career & Technology center make any personal information about an individual user available to anyone.

Your email address is used to only send you information that you have requested. As part of your use of our email marketing software, the Lancaster County Career & Technology Center adheres strictly to permission-based email policy. Except as mentioned above, the Lancaster County Career & Technology Center will not send you unsolicited email information, commercial offers or advertisements. The Lancaster County Career & Technology Center will not sell, rent, or loan our contract lists or our subscriber’s contact lists (including subscriber data) to any outside firms nor will the Lancaster County Career & Technology Center use customer contact lists for our own marketing purposes. All emails that you have requested will have an option to unsubscribe. Unsubscribed requests are fulfilled within minutes and no further communications will be sent to users who have stated that they do not wish to receive the specified information.

Subscriber Lists, Campaign Content and Campaign Reports

The Lancaster County Career & Technology Center ensures that all subscriber lists, email content and reports remain private and confidential. The Lancaster County Career & Technology Center will audit the content of our campaigns to ensure it complies with our internal policies - to protect against defamatory, inaccurate, abusive, obscene, profane, or threatening material that is racially or ethnically offensive. The Lancaster County Career & Technology Center will not sell, rent, loan or invite external access tour contact lists. Nor will the Lancaster County Career & Technology Center use customer’s contact lists for any purpose.

Communications from the Site

Special Events and Updates

We send all new users a welcoming email to verify their new subscription. Established users will occasionally receive information on new program offerings, services, special events, and a newsletter. Out of respect for the privacy of our subscribers, we present the option to not receive
these types of communications. Customers can unsubscribe via the unsubscribe mechanism at the bottom of each email.

**Newsletter**

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our user’s privacy we provide a way to opt-out of these communications via the unsubscribe mechanism at the bottom of each email.

**Service Announcements**

On rare occasions it maybe necessary to send out a strictly service-related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

**Policy Modifications**

We may change this Privacy Policy from time to time. If/when the Lancaster County Career & Technology Center makes changes to this privacy statement, we will highlight the changes and email users who have given us permission to do so. However, please be assured that if the Privacy Policy changes in the future, we will not use the personal information you have submitted to us under the Privacy Policy in a manner that is materially inconsistent with this Privacy Policy, without your prior consent.

**Contacting the Lancaster County Career & Technology Center about Privacy**

If you have any questions about our privacy statement, the information we have collected from you online, the practices of this site, or your dealings with this web site, please contact:

Lancaster County Career & Technology Center
Attn: Business Manager
1730 Hans Herr Drive
PO Box 527
Willow Street, PA 17584
717-464-7055
tbigler@lcctc.org