

Privacy Policy

This Privacy Policy (“Privacy Policy”) describes the information that Westtown School (“Westtown,” “we,” “us”) collects through its website located at www.westtown.edu (the “Site”), how we intend to use and share that information, and how you can opt out of our use or correct or change such information. If you have any questions or comments about this Privacy Policy, please contact us at website@westtown.edu.

1. Personal Information We Collect

We collect personally identifiable information from you, which may include your name, address, e-mail address, phone number, title, company, date of birth, gender, education information, professional or employment-related information, and information about your employer, business or industry. This information is collected and stored electronically when you submit it to us through the Site.

We may also collect personal information about you from third parties such as other alumni, referral sources when they refer a candidate, webinar hosts and conference organizers when they provide us with a list of attendees.

2. Information Collected Automatically

In addition, information about your computer hardware and software is automatically collected by us when you use the Site. This information may include: your IP address, browser type, domain names, access times, geographic location, referring website addresses and other technical information such as protocol status and sub-status, bytes sent and received, and server information. We may also collect information about how you interact with the Site. This information is used by us for purposes of providing services and information to you and for purposes of operating and improving the Site, for technical troubleshooting, to maintain quality of the Site and to provide general statistics regarding use of the Site.

We may combine the information we collect from you with information that we receive about you from other sources, such as public databases, providers of demographic information, social media platforms, and other third parties.

Cookies and Other Tracking Technologies

We, as well as third parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, and other technologies (“**Technologies**”) to automatically collect information through your use of the Site. The data collection and processing activities in this section apply to users of the Site.

- **Cookies.** A cookie is a small file containing a string of characters that is sent to your computer when you visit our Site. When you visit the Site, the cookie allows that Site to recognize your browser or device. Cookies may store unique identifiers, user preferences

and other information about you. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org.

- **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in our Services that collects information about engagement on our Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in e-mails to understand whether messages have been opened, acted on, or forwarded.

Our uses of these Technologies fall into the following general categories:

- **Operationally Necessary.** This includes Technologies that allow you access to our Site and tools that are required to identify irregular website behavior, prevent fraudulent activity, improve security, or allow you to make use of our functionality;
- **Performance-Related.** We may use Technologies to assess the performance of our Site, including as part of our analytic practices to help us understand how individuals use our Site (*see Analytics below*);
- **Functionality-Related.** We may use Technologies that allow us to offer you enhanced functionality when accessing or using our Site. This may include identifying you when you visit our Site or keeping track of your specified preferences, interests, or past items viewed. For example, we use Google Analytics to help analyze how you use the Site. Google Analytics uses cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Site (including IP address) is transmitted to our data collection tool service providers. This information is then used by us to evaluate your use of the Site and to compile statistical reports on website activity for Westtown. If you would like to opt-out from the use of your information by Google analytics, you may use Google's analytics opt-out browser add-on designed for this purpose.
- **Advertising- or Targeting-Related.** We may use first party or third-party Technologies to deliver content, including ads relevant to your interests, on our Site or on third-party digital properties. Some of the advertising Technologies we use include Meta Pixel and Hubspot Pixel.

How Information is Used

We may use the information we collect for any of the following purposes:

- to provide the Site and other services to you and to improve the Site and our services;
- to operate, improve, and customize the Site, and to give each user a more consistent and personalized experience when interacting with us;
- to provide you with information about us that we think may be of interest to you;
- to market our services to you and provide you with personalized advertisements;
- to evaluate candidates that submit applications for employment;
- for research and analysis purposes;

- for security, to detect fraud or illegal activities, and for archival and backup purposes in connection with the provision of the Site;
- to fulfill your requests;
- to administer our Site and services;
- to enforce our agreements, policies, and legal rights; and
- to respond to your inquiries and otherwise communicate with you.

Sharing of Information

We disclose your personal information to third parties for a variety of business purposes, including to provide our Site and services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below. These disclosures may include:

- **With Third Party Service Providers Performing Services on Our Behalf.** We share your personal information with our service providers to perform the functions for which we engage them. For example, we use third parties to assist us in providing functionality on the Site, provide data analysis on the Site, send out e-mail updates about the Site and Westtown, and for targeting marketing to you while using the Site.
- **Advertising Partners.** Through our Site, we may share your personal information with third-party advertising partners. These third-party advertising partners may set Technologies and other tracking tools on our Site to collect information regarding your activities and your device (e.g., your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as “interest-based advertising,” “cross-context behavioral advertising,” or “personalized advertising.”
- **For Legal Purposes.** We also may share information that we collect from users as needed to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose personal information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, governmental request or other legal or regulatory process. We may also share personal information as required to pursue available remedies or limit damages we may sustain.
- **Disclosures to Protect Us or Others.** We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others’ rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

- **Disclosure in the Event of Merger, Sale, or Other Asset Transfers.** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

Security Used & Retention of Personal Information

We use reasonable security measures designed to prevent unauthorized intrusion to the Site and the alteration, acquisition or misuse of personal information, however, we will not be responsible for loss, corruption or unauthorized acquisition or misuse of personal information that you provide through the Site that is stored by us, or for any damages resulting from such loss, corruption or unauthorized acquisition or misuse. We will retain your personal information for as long as necessary to fulfill the purpose for which it was collected, or as required by applicable laws or regulation.

Links to External Websites and Social Media Platforms

Our Site may contain links to third party websites and social media platforms. Any access to and use of such third party websites and social media platforms are not governed by this Privacy Policy, but instead are governed by the privacy policies of those third party websites and social media platforms, and we are not responsible for the information practices of such third party websites and social media platforms.

Do Not Track

Our Site does not currently take any action when it receives a Do Not Track request. Do Not Track is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For details, including how to turn on Do Not Track, visit www.donottrack.us.

Your Privacy Choices

The privacy choices you may have about your personal information are determined by applicable law and are described below.

- **Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or services you have requested. We may also send you certain non-promotional communications regarding us and our services, and you will not be able to opt out of those communications (e.g., communications regarding our services or updates to our terms and policies).
- **Phone calls.** If you receive an unwanted phone call from us, you may opt out of receiving future phone calls from us by following the instructions which may be available on the call or by otherwise contacting us as set forth in "[Contact Us](#)" below.

- **“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.
- **Cookies and Personalized Advertising.** You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, our Site may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#), and [others](#).

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these and learn more about targeted advertising and consumer choice and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#).

Please note you must separately opt out in each browser and on each device.

For more information on the choices you may have and how to exercise them, please contact us as set forth below at “Contact Us”.

Changes To Our Privacy Notice and Practices

We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Notice, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue using the Site after the new Privacy Policy takes effect. If at any point you do not agree to any portion of the Privacy Policy in effect, you must immediately contact us.

Questions / Contact Us

If you have any questions regarding this Privacy Policy, please contact us:

By e-mail: website@westtown.edu

By mail:

Web Manager
Westtown School
975 Westtown Road
West Chester, PA 19382-5700

By phone: 610-399-0123

Updated: December 15, 2022

Effective Date: December 15, 2022