

## **UCLA Extension**

### **Notification on Privacy and Information Practices**

In keeping with UC's privacy values and principles, this notification explains UCLA Extension's policies and practices for managing information and data. UCLA Extension collects various types of information from existing and prospective students, website visitors, alumni and other users of UCLA Extension's programs, services and digital media, including websites or mobile applications operated by or on our behalf. Information may be collected in-person, by phone, email, website, mobile applications, and other web and internet technologies. Enrollment and registration into UCLA Extension courses, programs, conferences and other events requires that personal information and payment/financial information be collected. This notification provides an overview of the information we collect and how it is handled.

UCLA Extension collects the following types of personal and non-personal information:

- 1) Personal information which may include your full name, address, phone number, email address, zip code, IP address;
- 2) Demographic information which may include gender, race, ethnicity, education level, age, military/veteran status;
- 3) Login information such as username and password;
- 4) Work title, job title, department information, industry, licensure or credentials, and other information related to your work or Organization;
- 5) User activity which may include all content that you create, share or post in audio, video, text, images, and other media or software files that you provide on or through our web sites, ads, events and profiles, or that are provided on your behalf, including information in or about the content you provide, such as the location of a photo or the date a file was created; and information other people provide about you when using our web sites, ads, events or profiles, including when they send a message to you or upload information about you;
- 6) Web analytics which may include domain, geographic area, date/time of use, date/time data was collected, sites/subsites/pages viewed, click rates, and all communications with other users, including third parties, of our web site and profiles;
- 7) User communications, feedback, suggestions, and ideas sent to us;
- 8) Information you provide us when you or your Organization contact or engage us for support regarding our web site, events or profiles.

This information is used to carry out UCLA Extension's business functions and due diligence in the processes of enrollment, registration and records management. Additionally, this information may be used for:

- 1) Our internal marketing purposes and online behavioral advertising, which include, but are not limited to, sending you material about products, services, updates, etc. that we think may be of interest to you;
- 2) For fostering communication and awareness of UCLA Extension's courses, programs and events through social networks and vis-à-vis any of UCLA Extensions digital platforms;
- 3) For sharing with our education partners, and approved select vendors or associates who are performing services on our behalf;

- 4) To analyze and improve website and service performance and delivery, analyze how sites and services are being accessed and used;
- 5) To test, correct and improve our content, applications and services;
- 6) To develop new applications, products and services; and
- 7) To improve customer/student experience and retention, analyze academic and learning outcomes and preferences.

Payment card information be transmitted via the web by you to us, and subsequently by us to others with a need to know such as our acquiring bank. Furnishing all information designated as *required* (by an asterisk) on the forms on this site is a condition of enrollment. (Date of birth, gender, Social Security number (SSN)/Taxpayer Identification Number (TIN), and ethnic identity are not required fields.) Failure to provide required information will delay or may even prevent your enrollment.

- Information that is not required but which we ask you to volunteer (such as *gender, educational level* and *ethnic identity*) is used solely for statistical purposes to measure the diversity of the audience we serve.
- If you do not have or could not provide us with your SSN/TIN, you will be permitted to enroll; however, UCLA Extension will not be able to provide the IRS with evidence of fee payments that might entitle you to tax credits provided under the Taxpayer Relief Act of 1997. Each year in December, UCLA Extension will conduct an annual solicitation of students whose records are subject to IRS reporting but where the SSN/TIN field remains blank, this to ensure that an oversight on your part can be addressed. You may append your record online at any time by logging in to *MyExtension*, or by submitting [IRS form W-9S](#) by mail to UCLA Extension Records Office, 10995 Le Conte Avenue Room 113, Los Angeles, CA 90024.
- UCLA Extension routinely reports its student census to the National Student Clearinghouse. Those seeking deferments for repayment of student loans may wish to provide SSN to expedite the deferment process.
- Consistent with California practice for amending tax returns, UCLA Extension's interest in retaining SSN for reporting purposes expires four years beyond the tax year. SSN data are stored in an encrypted state. You may request at any time to have SSN data deleted.
- Contact information furnished on these forms may be used by University departments and publicly announced program co-sponsors for distribution of information on future programs and activities of interest to you. This and other information will be transmitted to the state and federal government if required by law. Except for sharing with other University departments and program co-sponsors, as provided by law, UCLA Extension does not sell or share its mailing list.
- The official responsible for maintaining the information requested on forms on this website is the Registrar, UCLA Extension, P.O. Box 24901, Los Angeles, CA 90024-0901.

### **Privacy**

Under provisions of the federal Family Educational Rights and Privacy Act of 1974 ("FERPA," 20 U.S.C. sec. 1232g), you have the right to:

- Inspect and review records pertaining to you in your capacity as a student;

- Have withheld from disclosure, absent your prior consent for release, personally identifiable information from your student records, except as provided by the Federal Act and University Policies;
- Inspect records maintained by the University of disclosures of personally identifiable information from your student record;
- Seek correction of your student record through a request to amend the records, subsequently through a hearing;
- File complaints with the Department of Education regarding alleged violations of the rights accorded you by the Federal Act.

*FERPA* allows Universities to confirm attendance and publish directories of their students without their prior consent, but requires a procedure to be presented allowing you to *opt out*. Certain conferences and short courses are designed to support professional networking opportunities and will include provisions for nametags and the sharing of participant rosters. When planned with such support, notice will be provided in the course listing. Students may opt out of planned participant rosters by sending an e-mail to [Records@uclaextension.edu](mailto:Records@uclaextension.edu). For all other classes and programs, students are welcome to *opt in* to our published participant communities available at *MyExtension*.

#### **Other Information We Collect**

We use your IP address to help diagnose problems with our servers and to administer our website. In this context, you remain anonymous as an individual. We may collect and distribute aggregate statistics about our website visitors, traffic patterns, and related site information. These statistics do not include any information that allows for identification of an individual in any manner.

#### **Opting Out/Unsubscribing**

We send announcements to our students and to those who express interest in UCLA Extension to help you stay abreast of our courses, programs, and special events. At any time, if you wish to be removed from our mailing lists, click [here](#), enter your mailing or email address and select the Email and Mail preferences you prefer; then click the "Unsubscribe" button to be removed from our contact lists as you request.

#### **Security**

Data you enter during a visit to our site is stored on systems using appropriate physical, electronic, and management procedures to safeguard and secure all information we collect online. Any sensitive or personal data, such as credit card or purchase information that you enter for online enrollment purposes is transmitted and stored in an encrypted form, and requires the use of a secure browser for entry and recall. For further information, you are welcome to review UCLA Extension policy on the *Confidentiality of Student and Client Records*, policy on *Information Security*, and *Procedures Regarding Access to and Disclosure of Information from Records of Students and other Clients* from these policy pages.

#### **U.S. and International Laws on Data and Privacy**

UCLA Extension, governed by policies and regulations of UCLA and the Regents of the University of California, works to respect data and privacy and handle information in accord with applicable national and international laws. In keeping with the UC Office of the General Counsel, UCLA Extension assesses the manner in which and type of information collected to ensure we are

conducting a legitimate interest in keep with the protections and uses as stipulated in national and international data and privacy laws.

### **Cookies**

A cookie is a small data file stored on a user's hard drive. A cookie automatically identifies your browser to our server whenever you interact with us. We usually collect the domain name of the server from which you are visiting. Collecting this information does not allow us to personally identify you. We utilize cookies to gather aggregate information about how our site is being used, including pages visitors are viewing. Most cookies expire after a certain period of time. If you wish, you may set your browser to reject all cookies and still view our website.

### **Links to Other Sites**

UCLA Extension website, blogs and newsletters may link to external sites outside of the UCLA Extension and University domain as a convenience to you. UCLA Extension is not responsible for the privacy procedures or the content of such sites, and does not make any representation about them. UCLA Extension also uses third party cookies to run Google Analytics Demographics and Interest Reporting. These cookies gather website visitor data (such as age, gender, and interests) to optimize website content and marketing. They do not collect any personally identifiable information.