

Privacy Policy

The Paradise Valley Unified School District (“District or PVSchools”) respects the privacy of all visitors to its website, www.pvschools.net. The purpose of this policy is to provide you with information about the data collected through the District’s website so that you can make informed decisions about how you use the website.

How We Collect Personal Information

Our website does not collect any personal information unless you voluntarily provide it to us. Any time that you provide information to our website, you will be asked to provide consent to the collection of information.

Personal information submitted through our website will not be transferred, sold or rented to any third-party unless explicitly stated at the time of collection. We only use personally identifiable information submitted through our website for the purpose stated at the time of the collection.

You are not required to participate in any of these activities to view or download information from our website.

Types of Data We Collect

We collect personally identifiable information using forms related to programs of interest, tours of schools and certain online applications, including name, phone number, email, ZIP code, IP address of the user, date and time information is provided and other related information.

From time to time, we collect information that is provided by parents and students with the consent of a parent or guardian.

Transfer of Data

PVSchools will take all steps reasonably necessary to ensure that your data is managed and handled in accordance with this Privacy Policy. PVSchools will not transfer your personal data, unless we ensure there are adequate controls and safeguards for your data and other personal information.

Security

We take seriously our obligation to maintain the security and privacy of your personally identifiable information and use reasonable electronic, physical and administrative measures to protect it from loss, theft, alteration or misuse. However, be advised that no security measures eliminate all risks. We are not responsible for third-party circumvention or any privacy settings or security measures taken by the District.

We are dedicated to protecting all information you provide to us through our website in accordance with applicable state and federal law. However, please be aware that no method for transmission of data over the Internet or electronic storage of data is guaranteed to be absolutely secure. PVSchools will use commercially acceptable means in accordance with industry best practices to protect your personal data. However, PVSchools cannot guarantee that information transmitted to us is absolutely secure.

Please remember that you are also responsible for maintaining the confidentiality of your password and other personally identifiable information. Change your password immediately if you believe that someone has gained unauthorized access to it.

Analytics

PVSchools measures how our web users interact with our District and school site webpages using third-party vendors, including Google Analytics. Google Analytics is a web analytics service that tracks and reports website traffic. Our vendors use first-party cookies and third-party cookies together to inform, optimize and serve ads based on your past activity on the website. The information collected may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. PVSchools does not control the use of data submitted to its website.

The mobile application for PVSchools is managed by Blackboard. Blackboard collects information that is not personally identifiable to inform and optimize its service, including but not limited to: number of downloads from Apple or Google users, mobile application page views and number of followers broken down by school site. A copy of Blackboard's privacy policy is located at:
<https://www.blackboard.com/legal/privacy-policy.html>.

If you do not want any information to be collected and used by Google Analytics, you can install an opt out in your web browser at:
<https://support.google.com/analytics/answer/181881?hl=en> You may also opt out of Google Analytics for Display advertising by using Google's ad settings at:
<https://www.google.com/settings/ads>.

Cookies

A cookie is a small text file stored by your web browser that allows the website to "remember" your preferences such as site bookmarks on a website from visit to visit or to maintain your "logged in" status when visiting protected areas such as our Community Education page.

The PVSchools website uses performance cookies, including Google Analytics and SiteImprove. The PVSchools website uses advertising cookies, including Google Ad words, Google Remarketing, Facebook and Facebook Remarketing to track user information.

Visitors to our website can accept or decline cookies from our website. Web browsers have settings that allow you to reject cookies from all websites, selectively accept cookies or delete cookies previously accepted. You should be aware that rejecting or deleting cookies from our website may affect functions available to you.

Social Media

PVSchools may include hyperlinks on its website that will redirect you to a social network. Please note that when you click on the social plug-in, such as Facebook's "Like" button, Twitter's "tweet," that particular social network plug-in will be activated and your browser will directly connect to that service. If you do not use the hyperlink on our website, none of your data will be sent to the social network. Privacy settings for various social media can be found on their websites and are not within the control of PVSchools.

Online Postings

PVSchools allows comments to be posted to its blog. A user who submits a comment consents to its publication on the PVSchools website.

External Links

The District website contains links to other external third-party sites. Our Community Education Department collects payments for services through a third-party provider with its own terms of use and privacy policy (www.digitalsignup.com). We require that third-party vendors used by the District affirm their compliance with state and federal law, and, where applicable, the General Data Protection Regulation (GDPR) for residents of the European Union.

If you click on a third-party link, you will be directed to that third-party's site. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

We encourage our users to be aware when they leave our site and to read the privacy statements of each site you visit that collects personally identifiable information. This privacy statement applies solely to information collected by this website. For more detailed information regarding external links, please visit: www.pvschools.net/Page/7203.

Service Providers

We may employ third-party companies ("Service Providers") on our website and individuals to facilitate our Service, provide Services on our behalf, perform Service-related services or to assist us in analyzing how our Service is used. Service Providers will have limited use of data and only for the purpose of the service provided to PVSchools.

These third-parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Children's Privacy

The PVSchools website does not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided our website with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we will take steps to remove that information from our servers.

This does not include information that is contained in your child's education records that are maintained in accordance with the PVSchools Policies and in accordance with state and federal law.

Notification of Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any revisions to this policy by posting the new Privacy Policy to www.pvschools.net/privacy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any concerns about this Privacy Policy, please contact us by emailing info@pvschools.net. Your email message will be answered directly by the Webmaster or forwarded to the PVSchools employee best able to address your concerns.