

Privacy Policy

Eckerd College is aware and concerned about your right to privacy. We will not disclose personal information about you or your activities when interacting with Eckerd systems to anyone inside or outside Eckerd College unless we are required to do so by law or College policy.

Data is shared with certain third party vendors who partner with the College to run hosted systems. Data is encrypted before it is transmitted to and from these third party vendors. All third party vendors must have a privacy policy that ensures consistency with Eckerd College privacy policy and specifically that no Eckerd College data is shared by the vendor with any other entity without the written consent of Eckerd College. Student data with a Confidential designation should also be restricted in any 3rd party system, even if this vendor is partnering with the college and acting on our behalf. Any time student data is hosted outside of the college a vetting process is undertaken specifying the minimum type of data required and the compelling reason for providing each data point. The following offices are involved in the review and approval for any entity with access to student data:

- Admission - Student Information
- Business Office - Red Flag, Financial Data
- Counseling Services- HIPPA for Students
- Information Technology Services (ITS) - Banner
- Institutional Effectiveness
- Human Resources - HIPPA for Faculty and Staff
- Registrar's Office - FERPA

Data Security

We have put in place physical, electronic, and managerial procedures to safeguard and secure data protecting it from unauthorized access, ensuring the data is used appropriately, and that it is accurately maintained. ITS at Eckerd employs various measures to protect the security of its computing resources and its users' accounts. Please be aware, however, that the College cannot guarantee such security. Therefore, visitors should engage in safe computing practices by establishing appropriate access restrictions for your accounts and by guarding your passwords. We use SSL (secure sockets layer) technology to ensure that any financial transactions through Eckerd.edu are safe and secure. Our SSL certificates are provided by Sectigo (formerly Comodo) which is contracted through InCommon. Data shared with third party vendor/partners must be encrypted before being transmitted. Eckerd College conducts regular security audits to ensure PCI compliance and to ensure systems are properly maintained and protected.

What Information Does Eckerd Collect?

- Collection and Processing of Data
 - When visiting an Eckerd College website your IP address and device identifier will be recorded by the Eckerd College data analytics system.
 - Eckerd College will also collect and/or process your personal data in connection with the following activities. Collection and processing is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract. Processing may also be necessary for compliance with a legal obligation to which Eckerd College is subject.
- Data Collected and processed
 - Demographic information
 - Name
 - Age
 - Sex
 - Salary
 - Email address(s)
 - Username
 - Telephone number(s)
 - Physical address
 - Job title
 - Job history
 - Education history
 - Professional certifications
 - Payment information
 - Bank account information

- IP address
 - Device identifiers
- Activities
 - Requesting information about attending Eckerd College or having your child attend Eckerd College
 - Requesting information about enrolling in an online course provided by Eckerd College
 - Emergency notifications
 - Requesting information about becoming an athlete at Eckerd College
 - Enrolling in Eckerd College
 - Donating to Eckerd College
 - Procurement of goods, services, or other works from vendors.
 - Applying for a position at Eckerd College
 - Payroll and Benefits processing for employees
 - Billing and collecting payments
 - Marketing initiatives such as email and print campaigns and social media marketing
 - Marketing and communications with alumni
 - Communicating with parents of students and parents serving in an advisory role for the College
 - Generating reports based on information collected from your enrollment or interest in Eckerd College

Does Eckerd College Share My Personal Information?

Eckerd College does not sell, rent or share your individual information with third-party marketers, data collection companies or entities outside the College. This policy extends to any third party vendor/partner that hosts systems for Eckerd College. Financial information is secured according to the Gramm-Leach-Bliley Act of 2000 and other non-public information according to the Family Educational Rights and Privacy Act. Aggregated (consolidated) demographic information which does not reveal individual information may be shared to describe our online visitor base. This information is purely statistical in nature and cannot be tied to the individuals who provided the data.

Eckerd College uses the Demographics and Interest Reporting features in Google Analytics. The first party cookie (Google Analytics) is used to learn more about the demographics of visitors to various sections of our website and to help refine messaging on various departmental web pages. Users may choose to use Google Analytics' [opt-out browser add-on](#).

Whom Can I Contact With Specific Questions?

If you have any questions or concerns about the information collected about you, please write us at the following address: Eckerd College, attn: Business Office, 4200 54th Avenue South, St. Petersburg, FL 33711. Questions regarding this Privacy Statement can be directed to itshelp@eckerd.edu. Questions or concerns regarding financial transactions on the Eckerd.edu site should be directed to our Business Office, bohhelp@eckerd.edu.

European Union Citizens General Data Protection (GDPR)

Eckerd College has reviewed and updated its privacy policy to keep pace with our growing international user base to ensure that we continue to communicate how we are keeping their data secure. To exercise your data rights under the GDPR, please contact us at gdpr-inquiry@eckerd.edu.

Changes To Privacy Policy

Eckerd College reserves the right to change its privacy policies at any time.