



# Privacy Policy

## General

Westwood College, Inc. (dba Alta Colleges) respects the privacy of every individual who visits our web sites, requests information, or responds to our promotions. To better protect your privacy we have provided this notice explaining our online information practices and the choices you can make about the way your information is collected and used. This notice applies to all information collected or submitted on the Alta Colleges web sites, unless otherwise posted.

## Information you provide to us

Alta Colleges will collect personally identifiable information about you such as your name, address, telephone number, or email address. We will collect additional information such as your social security number, date of birth, ethnicity and emergency contact information when you register for our online admission center. We collect information that you provide to us for the following uses, unless otherwise stated:

- We will use it to contact you and respond to your request for information.
- We may store and process the information to better understand your needs and how we can improve our web site and services.
- We will use this information to create an account for you when you register with our online admission center.
- To provide you access to your online account so that you may register for classes, update information, or receive information that you have requested.
- To send you email notifications as they pertain to your account, site updates, and upcoming events.
- To allow you to apply for a job

Additionally:

- We will not sell, share, rent, or trade your individual information with third parties other than as disclosed within this privacy policy.
- We will maintain the confidentiality of your personal information and it will only be used to support your relationship with Alta Colleges.
- We may disclose your personal information as required by law, such as to comply with a subpoena, or similar legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.
- We may disclose your personal information if Alta Colleges is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

- We may provide your personal information to companies that provide services to help us with our business activities such as sending out email communications on our behalf or offering customer service. These companies are authorized to use your personal information only as necessary to provide these services to us.

### **Access to Personally Identifiable Information**

If your personally identifiable information changes, or if you no longer desire our service, you may correct, update or deactivate it by logging into your account if you are a registered student and updating your settings , filling out the request info form again, or by contacting us at [information@westwood.edu](mailto:information@westwood.edu).

We will retain your information for as long as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at [information@westwood.edu](mailto:information@westwood.edu). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### **Information collected automatically**

In addition to the information you provide to us when you request information, we may automatically collect information about you that is not personally identifiable. Examples of this type of information include:

- Your Internet browser.
- Your computer's operating system.
- Your navigation path, including the domain name of the website that linked you to our site and which of our pages you visited.
- When you view one of our web sites, we may store cookies on your computer. These cookies allow us to tailor a web site or advertisement to better match your interests and preferences. With most Internet browsers you can block cookies, receive a warning about cookies, or erase all cookies from your hard drive. Please refer to your browser instructions or Help screen to learn more about these functions. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.
- The use of cookies by our tracking utility company is not covered by our privacy policy. We do not have access or control over these cookies.
- Our third party tracking utility company employs a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that helps us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We do not tie the information gathered by clear gifs to our customers' personally identifiable information.
- Targeted or Behavioral Advertising:  
Targeted advertising (also known as Behavioral Advertising) uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made. This information is then used to select which Alta College advertisement should be displayed to a particular individual on websites other than an Alta Colleges site. For example, if you have shown a preference for nursing while visiting Alta Colleges.com, you may be served an advertisement from Alta Colleges.com for nursing related programs when you visit a site other than Alta Colleges.com. The information collected is only linked to an anonymous cookie ID (alphanumeric number); it does not include any information that could be linked back to a particular person, such as their name, address or credit card number. The information used for targeted advertising either comes from an Alta Colleges site or through third party

website publishers. If you would like to opt out of targeted advertising from Alta Colleges that occurs when visiting our third party advertising publishers, please [click here](#). Please note that this will opt you out of targeted ads from Alta Colleges and any other participating advertisers. If you opt out, you will continue to receive online advertising from Alta Colleges; however, these ads may not be as relevant to you.

## **Security**

The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

When you enter sensitive information (such as social security number) on our registration forms, we encrypt the transmission of that information using secure socket layer technology (SSL).

## **Changes in this Privacy Policy**

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by email (sent to the email address specified in your account) or by means of notice on this site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Effective: 10/5/11

# Disclaimers

In California, for accrediting purposes, Westwood College – Inland Empire Annex is a satellite campus of Westwood College – Inland Empire (Upland, CA), a branch of Westwood College – Denver North (Denver, CO). Westwood College – Anaheim (Anaheim, CA), Westwood College – Denver South (Denver, CO) and Westwood College – Houston South (Houston, TX) are also branches of Westwood College – Denver North (Denver, CO) and are all accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) and the Accrediting Council for Independent Colleges and Schools (ACICS). Westwood College – Annandale (Annandale, VA) and Westwood College – Arlington Ballston (Arlington, VA), are branches of Westwood College – South Bay (Torrance, CA) and have been certified to operate in Virginia by the State Council of Higher Education for Virginia (SCHEV). Westwood College – Chicago Loop (Chicago, IL), Westwood College – River Oaks (Calumet City, IL), and Westwood College – Online (Denver, CO) are branches of Westwood College – Los Angeles (Los Angeles, CA). Westwood College – Fort Worth (Fort Worth, TX) and Westwood College – Atlanta Midtown (Atlanta, GA) are branches of Westwood College - DuPage (Woodridge, IL). Westwood College - Dallas, (Dallas, TX) and Westwood College - Atlanta Northlake (Atlanta, GA) are branches of Westwood College – O'Hare Airport (Chicago, IL) and are all accredited by the Accrediting Council for Independent Colleges and Schools (ACICS). Westwood is not currently enrolling students at its Texas campuses. Westwood College – Online is approved to award associate, bachelor's, and master's degrees by the Colorado Department of Higher Education. All degrees conferred by Westwood

College – Online are in accordance with the Colorado statutes and regulated by the Colorado Department of Higher Education. Students enrolling in Westwood College – Online are enrolled under the Colorado Department of Higher Education’s requirements. Westwood College – Online will respond to all requests initiated by prospective students for information about online programs. All students, regardless of their state of origin, will receive the same protections as Colorado state residents. Westwood College – Online is not regulated under Chapter 132 of the Texas Education Code. Westwood College – Online is nationally accredited by the Accrediting Council for Independent Colleges and Schools (ACICS). Not all programs available at all campuses. © 2011 Alta Colleges, Inc.

Effective 10/10/11