

**INTERNET WEBSITE PRIVACY**

The Falls Church City Public Schools (FCCPS) websites exist to inform our families and the community about and to engage them in our joint mission to educate and challenge every student to succeed and become a responsible and contributing member of the global community. We use the sites to publish as much information about FCCPS as possible and to enhance two-way communication between the division and community. Your privacy is important to us.

**Management**

The FCCPS website is managed by the Department of Communications within the office of the Superintendent. The site includes many smaller sites representing schools and offices, most with their own webmasters. Principals and their designees are responsible for content published to these sites.

**Statistical Reports and Cookies**

The FCCPS does not capture personal information about any visitor to its site without his or her permission. A visitor to the site may browse the FCCPS website anonymously without logging on to any of the interactive online services. Personal information, such as name, address, phone number, or e-mail address, is not collected.

Like publishers of most websites, FCCPS collects data from visitors to its site. The purpose of this data collection is to analyze how people navigate the site for later use for analysis to make changes that improve the user experience. This information is not used to track individual users or create user profiles. The data collection process lets FCCPS track that a computer with a specific number (IP) is accessing the web server, but does not enable FCCPS to discern individual identities. Typical information gathered and analyzed by FCCPS statistical software includes:

- Date and time of visit
- Pages visited
- The web address (URL) of the link followed to reach the site.
- The domain of the visitor's Internet service, e.g. Verizon, Cox Communications .
- The type and version of the visitor's web browser, e.g. Internet Explorer 8.0, Safari.
- The operating system of the visitor's computer, e.g. Windows XP, Macintosh.
- The mobile devices the visitor is using, e.g. Android, iPhone, Blackberry.

In certain applications, user information is stored as "cookies," which are then sent back and stored on the visitor's hard drive. Cookies allow information that the visitor inputs to be saved while progressing through an online form or transaction. If the visitor's browser is not configured to accept cookies, the visitor will still be able to access the information on the web site, but may not be able to complete many of the online forms or transactions. No user information is gathered through cookies except for that needed to run the specific application.

**Gathering of Personal Information**

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Falls Church City Public Schools

FCCPS websites use interactive tools to gather comments and feedback from visitors. The most popular interactive tools include email feedback forms, and surveys. Typical information visitors are invited to submit includes:

- Name
- Home address
- Email address
- Local school
- Affiliation, e.g. parent, teacher, etc.

Many of these forms and surveys also include a blank space the visitor can use to send FCCPS any type of comment or information. It is recommended that visitors not use this field to convey highly personal or sensitive information.

### **Use of Personal Information**

Information submitted by users to a specific school or office website is managed and archived by that office. If the occasion warrants, it may be shared with appropriate staff. While FCCPS does not share website visitor information with or sell it to third parties, most information submitted to FCCPS is considered part of the public record and could be made available to others if requested under the Virginia Public Information Act. Personally identifiable information about students is not considered public information.

### **Links to Other Sites**

The FCCPS website links to many Web resources considered educationally valuable. Each school's webmaster may choose to link to external sites, but these sites must be an official School Affiliated Organization or have an educational purpose. Each school's Principal is responsible for oversight of links published on the school's site.

### **Children**

FCCPS sites do not directly solicit or collect information from children. If a child wishes to share information via a form, it is recommended that he/she obtain parent permission and that the parent supervise the activity. If the information is published to the site via a comment form, it is strongly recommended that no personally identifiable information be shared.

### **Security**

FCCPS maintains security standards and procedures regarding unauthorized access to customer information to prevent unauthorized removal or alteration of data. When a visitor browses public areas of the FCCPS website, none of their personal information is captured or stored by the school system. FCCPS protects its records in accordance with its obligations as defined by applicable Virginia statutes--including, but not limited to, the Government Data

Collection and Dissemination Practices Act and the Virginia Freedom of Information Act--and by any applicable federal laws.

Legal Reference: Code of Virginia, 2006, as amended in section 22.1-70.2, section 18.2-374.1:1, and section 18.2-372.

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