Website Privacy Procedure

Procedure Number: 518P

Responsible Office: VP of Strategy, Research, and Workforce Innovation

Forms: N/A

Effective Date: 03/21/2025

Date Last Reviewed: 10/03/2025

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1. Purpose

This policy procedure details the specific actions that are taken by the Northern Virginia Community College (NOVA) when you access the NVCC.edu website.

2. Definitions

NVCC.edu: Serves as a comprehensive online platform that supports the academic, administrative and community-related needs of prospective students, current students, and other stakeholders associated with the institution.

3. Procedure

a. Customer Comments or Review

    i. If you have any questions about this privacy statement or the practices of our website, please contact us at wsdm@nvcc.edu.

b. Information We Collect

    i. When you access our website, we automatically collect and store:

- Your domain and IP address.

- Your geographic location.

- The page or service you requested or visited.

- The browser and operating system you are using.

- The date and time of your visit.

- The address of any website you linked from.

    ii. If you send us an email, we collect your email address and the contents of the message.

      iii.   If you voluntarily fill out online forms or participate in surveys, we collect personal information necessary to deliver the services you requested.

c. How We Use the Information

      i.   We use routing information to deliver the requested webpage to your computer.

      ii.   Any optional information you provide helps us offer services tailored to your needs or forward your message to the right entity.

      iii.   We typically delete transaction routing information after your request is processed, but it may be kept for security investigations if needed.

      iv.   Optional information is stored in accordance with the records retention guidelines at the Library of Virginia.

d. Disclosure of Your Information

      i.   We do not sell or rent your information to outside companies.

      ii.   We will not share your personally identifiable information with third parties unless required by law, such as the Virginia Freedom of Information Act.

e. Our Security Procedures

      i.   We maintain security standards to prevent unauthorized access, alteration, or removal of your data.

      ii.   If any damage to the website occurs, we will track the activity and release relevant information to law enforcement agencies for investigation.

f. Cookies

      i.   Some sections of our website may use cookies to customize the information you see or to gather site usage data that helps us improve your experience.

g. Linking Policy

      i.   We decide which external websites to link to. These links do not imply an endorsement of the products, services, or views of those websites.

      ii.   We may remove or replace any links at our discretion, and if a link is not working, you can report it to us at wsdm@nvcc.edu.

h. Text Message Communications

      i.   Phone numbers are not automatically collected through the NOVA website. Phone numbers are collected through the Request for Information (RFI) form, the NOVA application, or other voluntary means.

ii.   We use text messaging to communicate with you about enrollment and admissions updates, emergency alerts, event information, and other opportunities that the college may offer. Standard messaging rates apply, and the frequency of messages may vary. Mobile carriers are not liable for delayed or undelivered messages.

iii.   No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

iv.   Opt-out: You may opt out of text messaging at any time by replying to any message with STOP. This will end the communications from that phone number. You may continue to receive service-related and other non-marketing text messages from other phone numbers managed by Mogli, and you may opt out of those in a similar fashion.