



WEBSITE POLICY

Policy Section: Website

WEBSITE PRIVACY

Mid-State Technical College is firmly committed to your privacy and information security. The College's websites have security measures in place to protect the loss, misuse, and alteration of the information under the College's control.

Mid-State Websites Covered by This Privacy Statement

This Privacy Statement discloses the information gathering and dissemination practices for the College's websites which include www.mstc.edu, MyMSTC, MyCampus, Online Orientation, The Source, Password Reset, Blackboard, Engage, Course Registration, Continuing Education, and Bookstore.

Customer Contact and Demographic Information

Application and registration forms housed within the College's websites require users to provide contact information (such as username, email address, and phone number), unique identifiers (such as user account or credit card numbers), and demographic information (such as user zip code, age, or income level).

Mid-State's application or registration form includes a question to consent to receive text messages. Mid-State Technical College will send marketing and admissions communication to all individuals that opt into receive college messages. You can cancel the SMS service at any time by texting "STOP" to the short code. We will then send you an SMS message to confirm that you have been unsubscribed; standard telephone minute and text charges may apply.

How Mid-State Uses the Information Collected

- Mid-State uses customer contact information from the application and registration forms to send the user information about the College.
- The customer's contact information is also used to contact the user when necessary.
- Financial information that is collected is used to bill the user for classes and services that have been requested.

- Demographic, profile data, and unique identifiers (such as social security numbers) are collected for serving our users and state reporting purposes only.
- Mid-State may place calls or texts to remind you of your admission or enrollment status, conduct student surveys, or to provide reminders while you are enrolled and after you leave Mid-State.

Public Forums

The College's websites may make chat rooms, forums, and/or discussion boards available to its users. Please remember that any information disclosed in those areas becomes public information. You should exercise caution when deciding to disclose your personal information.

Google Analytics Website Reporting Service

Mid-State uses Google Analytics remarketing codes to log when users view specific pages or take specific actions on a website, thus enabling the College to provide targeted advertising to users. If you do not wish to receive targeted advertising from Mid-State, you can opt out by using the [Google Advertising Preferences](#) page.

Web "Cookies"

A cookie is a small piece of data that a website stores on a user's computer; the user's web browser provides that piece of data to the website each time the user returns. Mid-State uses cookies to help the College understand web usage patterns and preferences in order to provide an enhanced user experience. To turn off cookies, set your browser to refuse cookies before using Mid-State's websites. By doing so, however, some parts of the sites may not function properly.

Cookies from third parties may be used to collect types of user data such as IP addresses and cookie identifiers for internet based advertising. That data may be used by third parties to target advertising on other sites. To opt out of receiving internet based advertising, go to the Digital Advertising alliance opt-out site www.aboutads.info or the Network Advertising Initiative opt-out site at optout.networkadvertising.org.

Website Accessibility

Mid-State is committed to ensuring accessibility of its websites for people with disabilities. If you have questions or comments regarding our website accessibility, contact webmaster@mstc.edu or 888-575-6782, extension, 5585.

Contacting the Website Team

If you have any questions about the Mid-State Website Privacy Statement, the practices of the College's websites, or your experience with the websites, contact the Mid-State Webmaster, Mid-State Technical College, 500 32nd Street North, Wisconsin Rapids, Wisconsin 54494.

Phone Communication

Texts to You, Mobile Telephone Numbers: By opting in via the application or registration form to receive text messages and/or automated calls from Mid-State, you consent to receive said text messages and/or automated calls. We may place calls or texts to remind you of your admission or enrollment status, student surveys, or reminders while you are enrolled and after you leave Mid-State. If a telephone number provided us is a mobile telephone number, you are giving consent to receive SMS or text messages at that number. Standard telephone minute and text charges may apply, if we contact you. You can cancel the SMS service at any time by texting "STOP" to the short code. We will then send you an SMS message to confirm that you have been unsubscribed.

Email Communication

The following information applies to your personal email address, not the email address assigned to you by Mid-State. By providing your personal email address, you consent to receive emails from Mid-State. The College may use email to communicate with you, to send information that you have requested, or to send information about other products or services developed or provided by us. We will not give your email address to another party to promote their products or services directly to you. You may unsubscribe from Mid-State bulk email messages at any time by clicking the "unsubscribe" link at the bottom of the email message or by contacting a Mid-State customer service representative at 888-575-6782.

If/when you complete the Mid-State application process or sign up for Mid-State classes, Student ID and a Mid-State email address (for example lastname+last4ofID#@mstc.edu) through which all primary student communications will take place. No billing, coursework or grading information will be sent to your personal email account.