

## Privacy Policy

**Kootenay Columbia College**  
*Name of Institution*

**1365**  
*Institution Number*

**Privacy Policy**  
*Name of Policy*

**Feb 03, 2026**  
*Effective Date*

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### 1) Scope and definitions

This Privacy Policy describes how Kootenay Columbia College (“KCC”, “we”, “us”, “our”) collects, uses, discloses, and protects personal information through our website and related online services that link to this Privacy Policy.

**Personal information** means information about an identifiable individual.

**Affiliated Companies** means companies with which we have an established administrative or operational relationship to support our programs, services, or internal operations.

### 2) Personal information we collect

We may collect:

#### A. Information you provide

- name, email address, phone number, mailing address
- program interests and inquiry details
- any other information you choose to submit through forms or communications

#### B. Information collected automatically (website usage)

- IP address, device identifiers, browser type, operating system
- approximate location derived from IP address
- pages viewed, interactions, and referral/traffic information

#### C. Cookies and similar technologies

We use cookies, pixels, tags, and similar technologies as described in Section 6.

### 3) How we use personal information

We use personal information to:

- respond to inquiries and provide information you request
- support admissions-related communications and services
- operate, maintain, secure, and improve our website and services
- measure and improve marketing and advertising performance
- meet legal and regulatory requirements and protect against fraud, misuse, or security incidents

### 4) How we disclose personal information

We may disclose personal information to:

#### A. Service providers

Vendors who provide services on our behalf (e.g., website hosting, IT/security, analytics, advertising/measurement, CRM and communications tools). They may access and use personal information only to provide services to us and are expected to protect it.

#### B. Affiliated Companies

We may disclose personal information to Affiliated Companies for internal administrative, operational, reporting, security, and service-improvement purposes.

- Storage within each company: When personal information is disclosed to an Affiliated Company, it is stored and retained within that receiving company's systems and handled in accordance with applicable privacy requirements and that company's privacy practices.
- Data minimization: We disclose only the minimum personal information reasonably necessary for these purposes.

#### C. Legal and protective purposes

Where required or permitted by law (including complying with legal process), or where necessary to protect rights, safety, security, and our operations.

## 5) Communications (SMS, calls, email)

If you opt in, you consent to receiving communications by SMS, phone call, and email, including recurring automated SMS messages.

### SMS message frequency (typical):

- approximately 3 messages during the first week after opt-in
- an average of 5 messages per month thereafter

HELP: Reply HELP for assistance.

Opt-out: Reply STOP to opt out of SMS messages. You may also request removal from communications by contacting us.

SMS opt-in data: We do not share SMS opt-in data and consent with third parties for their own purposes. We may share it with service providers only as necessary to deliver messaging services and maintain compliance records.

## 6) Cookies, analytics, and advertising technologies

Tools used:

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Meta Pixel
- Microsoft Clarity

**Consent (where required):** Where required by applicable law, we will obtain your consent before using non-essential cookies or similar technologies for analytics and advertising/remarketing.

**Your choices:** You can block or delete cookies in your browser settings (some features may be affected) and use device/platform controls to limit interest-based advertising where available.

## 7) Storage and processing (including outside Canada)

Personal information may be stored and processed in Canada and/or other jurisdictions by us, our service providers, or Affiliated Companies. Where processed outside Canada, it may be subject to the laws of that jurisdiction. We take reasonable steps to require appropriate safeguards.

## **8) Safeguards**

We use reasonable safeguards designed to protect personal information. No method of transmission or storage is completely secure.

## **9) Retention**

We retain personal information only as long as reasonably necessary for the purposes described in this policy, unless a longer retention period is required or permitted by law.

## **10) Access and correction**

You may request access to, or correction of, personal information we hold about you, subject to limited legal exceptions.

## **11) Contact**

**Email:** [info@kootenaycolumbiacollege.com](mailto:info@kootenaycolumbiacollege.com)

**Phone:** 1 (604) 208-0066