

INTERNET PRIVACY

The King George County School Board is committed to complying with the Government Data Collection and Dissemination Practices Act and the Virginia Freedom of Information Act. The King George County School Board does not collect unnecessary personal information by means of its website, and collects only appropriate personal information to the extent necessary to serve its constituents and the community.

King George County School Board collects the following information through its website: we may collect data, including Personal Information, about you as you use our websites, services and interact with us. This information may include name, address, email address, IP address, phone number, login information (user name, password), marketing preferences, or payment card number. If we link other data with your Personal Information, we will treat that linked data as Personal Information. We also collect Personal Information from trusted third-party sources and engage third parties to collect Personal Information to assist us.

The following information is collected automatically by accessing the website: we may collect data, including Personal Information, about you as you use our websites, services and interact with us. This information may include name, address, email address, IP address, phone number, login information (user name, password), marketing preferences, or payment card number. If we link other data with your Personal Information, we will treat that linked data as Personal Information. We also collect Personal Information from trusted third-party sources and engage third parties to collect Personal Information to assist us.

Our website places “cookies” on your computer unless your browser is set to reject cookies. The cookies enable our website to recognize you when you return to the website at a later date or time and enable us to personalize the website with preferences or information you have provided during prior sessions. The cookie information placed on your computer by this website includes the following: A cookie is a small file, typically of letters and numbers, downloaded onto a device when the user accesses certain websites. Cookies can make the web more useful by storing information about your preferences for a particular website or a service. Cookies in and of themselves do not personally identify users, although they do identify a user’s computer.

Cookies are typically classified as either session Cookies or persistent Cookies depending on whether they expire at the end of a browser session (from when a user opens the browser window to when they exit the browser) or they can be stored for longer.

- Session Cookies – allow websites to link the actions of a user during a browser session. They may be used for a variety of purposes such as remembering what a user has put in their shopping basket as they browse around a site. They could also be used for security when a user is accessing internet banking or to facilitate use of webmail. These session Cookies expire after a browser session, so would not be stored longer term. For this reason,

- session Cookies may sometimes be considered less privacy intrusive than persistent Cookies.
- Persistent Cookies – are stored on a user’s device in between browser sessions which allows the preferences or actions of the user across a site (or in some cases across different websites) to be remembered. Persistent Cookies may be used for a variety of purposes including remembering users’ preferences and choices when using a site or to target advertising.

Our systems use cookies or other similar tracking technologies to provide you with better Services.

Most browsers are initially set to accept Cookies. You may configure your browser to accept all Cookies, reject all Cookies, or notify you when a Cookie is set. You can manage your own Cookies preferences by using your browser settings: each browser is different, so check the “Help” menu of your browser to learn how to change your Cookie preferences or delete them. If you prefer, you can set your browser to refuse Cookies. You block Cookies by activating the setting on your browser which allows you to refuse the setting of all or some Cookies.

Please note you may browse some of our websites without accepting Cookies; however, you may not be able to take full advantage of the functionality of the website or the Services if you do so. Other Services, particularly those which require a login and password, require Cookies and cannot be used when you have disabled Cookies in your browser. For more general information, you can visit www.allaboutcookies.org.

How do you handle my “Do Not Track” browser settings?

We do not track the non-King George County Schools website activity of any internet user with Do Not Track browser settings engaged.

Does King George County Schools use any other tracking technology?

Some of our systems employ a software technology called transparent images to help us better manage content on our site by informing us what content is effective. We use extremely small, transparent images with a unique identifier, similar in function to cookies, used to track the online movements of Web users. The main difference between the two is transparent images are invisible on the page and are very small, about the size of the period at the end of this sentence. In some instances, transparent images are tied to users’ personally identifiable information. In particular, we use transparent images in our HTML-based e-mails to let us know which e-mails have been opened by the recipients. This allows us to gauge the effectiveness of certain communications. Users may opt out of these e-mails by replying to the unsubscribe link at the end of the e-mail message.

Information collected through the division’s website is used as follows:
information is collected automatically by accessing the website: we may collect data,

including Personal Information, about you as you use our websites, services and interact with us. This information may include name, address, email address, IP address, phone number, login information (user name, password), marketing preferences, or payment card number. If we link other data with your Personal Information, we will treat that linked data as Personal Information. We also collect Personal Information from trusted third-party sources and engage third parties to collect Personal Information to assist us.

The Superintendent is responsible for creating and updating, as necessary, an internet privacy policy statement. The statement is available of the division's website in a conspicuous manner.

Adopted: October 12, 2005

Revised: March 24, 2014, October 16, 2019

Legal Refs: Code of Virginia, 1950, as amended, § 2.2-3803.