

WE RESPECT YOUR PRIVACY

Herff Jones does not seek to access your parent or student information. Rather, we provide a secure method by which you can easily and unobtrusively promote yearbook and ad sales to generate revenue.

**We simply provide the method.
Herff Jones does not access, share or use the information whatsoever.**

HERFF JONES DATABASES

We support your yearbook adviser by providing two proprietary databases: One in our online yearbook creation program eDesign® and one in our online accounting program eBusiness.® These databases are not used by Herff Jones. We **host** them to make your adviser's and bookkeeper's jobs easier because the information entered into the databases facilitate inclusion in and accounting for the yearbook.

INFORMATION REQUESTED

Your yearbook adviser will request an electronic file including:

- Student name, grade and home mailing address
- Parent email address

Herff Jones does not access this information.

USE OF INFORMATION

Having student name and grade allows **advisers** (not Herff Jones) to:

- Cross-reference official spellings of students' names for portrait, group, team and candid photos.
- Reduce the misspelling of names and the misidentification of students.

Having physical and email addresses allows **advisers** (not Herff Jones) to:

- Promote yearbook sales to parents when their students appear in the book through postcards and emails they generate.

Entering the requested information in the databases allows **parents and guardians** to:

- Conduct online orders faster by selecting names from a pre-populated list.
- Have Yearbook Order Center employees (at 1-866-287-3096) find their information faster from the database, if they prefer phone ordering to online ordering.
- Enjoy faster service should they have questions or problems with their orders.

The information allows **Herff Jones** to:

- Perform normal business operations, such as following up on delinquent checks so you don't have to.
- Apply all payments received online to your deposits and final invoice, reducing the amount of the checks you send us.
- To investigate complaints and protect visitors, in compliance with the law.

COLLECTION OF INFORMATION

Collection of information is usually grouped into two categories: *Personally identifiable information* and so-called 'aggregate' information. *Personally identifiable information* is any information which a school adviser, business officer or administrator has entered into Herff Jones' online databases or page creation software which is associated with a specific, potential user of our site (such as a name or address).

Herff Jones does not access, share, sell or otherwise use any information entered into its databases. These databases are simply **hosted** for schools for their record-keeping and contact purposes. Your adviser controls all information, and no Herff Jones employee will access it unless requested through a technical support request. An opt-out option appears on all adviser-generated emails.

We do not collect information about how individual visitors use our site (such as visitors' likes or has purchased certain merchandise), nor do we use information entered by a purchaser or entered by a school for any additional, future purpose. Herff Jones claims no ownership of the information and has no subsequent use of the information after the production year of the yearbook. Your adviser can always edit or delete information.



HERFF JONES COMPLIANCE

Herff Jones uses strict procedures and safeguards to protect the privacy of all personal information. All employees are required to follow practices as specifically authorized or as required by law. Herff Jones complies in all respects with the Electronic Communications Privacy Act of 1986, as amended, ('ECPA'). Subject to the subpoena, warrant, consent and court order provisions of ECPA, we must provide visitor information and/or internet communications to the proper authorities.

AGGREGATE INFORMATION

We do not collect *aggregate information* in the form of general demographic information. Herff Jones' sites track the total number of visitors and pages visited in an aggregate form to allow us to update and improve our sites. *Personally identifiable information* is not extracted in this process.

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)

A simple summary of the law and how it pertains to advisers and administrators

EXPLANATION OF "DIRECTORY INFORMATION"

A school or district may disclose appropriately designated *directory information* without written consent, unless parents or guardians have opted out in writing. The primary purpose of *directory information* is to allow information from students' education records in certain school publications:

- a playbill, showing students' roles in a drama production
- the yearbook
- honor roll or other recognition lists
- graduation programs
- sports activity sheets, showing weight and height of team members

Directory information can be disclosed without parents' or guardians' prior written consent to outside organizations such as companies manufacturing class rings or yearbooks.

Directory information may include

- Student name
- Address
- Telephone number
- Email address
- Photograph
- Date and place of birth
- Major field of study
- Dates of attendance
- Grade level
- Participation in officially recognized activities and sports
- Weight and height of members of athletic teams
- Degrees, honors and awards received
- The most recent educational agency or institution attended
- Student ID number, user ID, or other unique personal identifier used to communicate in electronic systems but only if the identifier cannot be used to gain access to education records, except when used in conjunction with one or more factors which authenticate the user's identity, such as a PIN, password or other factor known or possessed only by the authorized user
- A student ID number or other unique personal identifier which is displayed on a student ID badge, but only if the identifier cannot be used to gain access to education records except when used in conjunction with one or more factors which authenticate the user's identity, such as a PIN, password or other factor known or possessed only by the authorized user

