

Trip To College Alerts Privacy Policy

Effective Date: September 19, 2012

Information Practices

Indiana Youth Institute ("IYI" or "we") understands that security and privacy are important issues for users of our IYI website ("Site") and the Trip to College Alerts program. We recognize our obligation to keep your information secure and confidential. That is why we maintain certain standards to help protect information that personally identifies you. The scope of this SMS Privacy Policy applies to the Trip to College Alerts text messaging program. This SMS Privacy Policy is separate from and in addition to IYI's Site Privacy Policy. We may modify this SMS Privacy Policy ("Policy") at any time, and, accordingly, we urge you to frequently review the Policy. We apply the Policies under which your information was collected.. By subscribing to/opting-in to the Trip To College Alerts text messaging program, you are providing us with personally identifiable information, and you consent to our use of such information as described in this Policy.

What Information Do We Collect?

We will collect the applicable grade or high school graduation year of your children and your cell phone number or other personally identifiable information that you voluntarily provide to us ("Personal Information") in order to participate in the Trip to College Alerts text messaging program. You may refuse to provide your Personal Information, and this may lead to your inability to participate in the SMS program.

Mobile devices may collect different information than what is collected by computers used to access the Site. When connecting to the Site using a mobile device that provides Internet access, if the mobile device service provider uniquely identifies the device, IYI will receive this information. IYI may use this unique mobile device identification information to offer extended services and/or functionality. Certain IYI services may require collection of the telephone number for your device. IYI may associate that telephone number with the mobile device identification information.

Some mobile phone service providers in the United States are required to operate a system that will pinpoint the physical location of devices that use their service. Depending on the provider, IYI may automatically receive such location information. IYI may use and store this information to provide enhanced location-based services. However, IYI does not send unsolicited messages to your mobile phone.

How is Your Information Used?

Personal Information collected in order to participate in the Trip to College Alerts text messaging program is collected pursuant to the Trip To College Alerts [Terms & Conditions] . IYI may use your Personal Information for the following purposes: to administer and improve the Site and/or related services including SMS services; to provide Internet and/or mobile security; and to meet legal requirements. You acknowledge that IYI, your parent or guardian (in the case of a child), and/or school or youth-serving agency staff may have access to your Personal Information and any information you enter through the text messaging service. IYI may work with affiliated organizations to perform certain functions on our behalf, such as managing data or processing information for our educational studies. These affiliated organizations will have access to your Personal Information only to the extent necessary to perform these specific functions and may not use it for any other purpose. Other than for the purposes set forth in this Policy, we will not disclose your Personal Information unless we obtain your prior consent or are legally required to do so.

Privacy of Children

IYI encourages parents and guardians to be aware of and participate in their children's online and mobile activities. IYI does not knowingly collect Personal Information from children under the age of 13. We may

collect Personal Information of children at least 13 years of age or older from their parent or legal guardian for the purpose of allowing them to participate in the Trip to College Alerts text messaging program. A parent or guardian may request that we not use a child's Personal Information by contacting us by phone, fax, mail or email, using the contact information below; or by sending the word STOP to the short code 69979. However, this may lead to the inability to participate in the Trip to College Alerts text messaging program. A parent or guardian may also request to review any Personal Information collected about his or her child and/or to have this information deleted using the contact information below.

Cookies

When you visit the Site, IYI or a third-party advertiser may store or recognize some information on your computer in the form of a "cookie" or similar file that can help us make the Site more functional. Cookies allow websites to "remember" a user's activities and visits to a site. With most Internet browsers or other software, you can erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored. Please refer to your browser instructions to learn more about these functions. If you reject cookies, functionality of the Site may be limited, and you may not be able to take advantage of the Site's features. Some telephones may store cookies. Check your phone's make and model and/or contact your carrier to determine how to change browser settings.

Links

Mobile alerts may contain links to other sites on the Internet that are owned and operated by third parties. IYI is not responsible for the collection or use of your information at any third party sites.

Security

We have reasonable administrative, physical and technical measures, policies and procedures in place to protect the privacy, security and confidentiality of your Personal Information that we collect and maintain. All Personal Information is stored on our secured servers, behind a firewall at a data center with strictly controlled access.

How Do You Contact IYI or Update Personal Information?

If you have any questions or comments about this Policy, or would like to update or delete any Personal Information, please contact us:

603 E. Washington Street, Suite 800
Indianapolis , IN 46204
Phone: 317.396.2700
Fax: 317.396.2701