



## Privacy Policy

**Effective Date:** 10/01/2024

**Divine School for Healthcare Professionals** (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website or interact with our services. By accessing our website, you agree to the terms outlined below.

### 1. The Information We Collect and the Sources of Such Information

We collect personal information directly from you, automatically when you visit our website, and from third-party sources as necessary. The types of information we may collect include:

- **Personal Identifiers:** Name, email address, phone number, mailing address, and other contact information.
- **Educational and Employment Information:** Academic records, professional qualifications, and employment history.
- **Financial Information:** Payment card details, billing address, and bank account information for processing tuition and fees.
- **Technical Information:** IP address, browser type, operating system, and interaction with our website through cookies and similar technologies.

### 2. Purposes for How We Use Your Information

We use the information we collect for various purposes, including:

- Providing, operating, and maintaining our educational services.
- Processing applications, payments, and registrations.
- Communicating with you about programs, updates, and events.
- Ensuring compliance with legal and regulatory requirements.
- Monitoring and analyzing website usage for security and performance purposes.

### 3. Online Analytics and Advertising

We use third-party analytics services such as Google Analytics to collect and analyze how users interact with our website. This data helps us understand user behavior and optimize our site. We may also partner with third-party advertising networks to display ads based on your browsing behavior.



- **Cookies and Similar Technologies:** Our site uses cookies, pixels, and similar tracking technologies. You can manage your cookie preferences through your browser settings.

#### **4. How We Share and Disclose Your Information**

We may share your personal information under the following circumstances:

- With our service providers and vendors who assist in providing our services, under confidentiality agreements.
- With government agencies and accrediting bodies as required by Texas law and federal regulations.
- To comply with legal obligations or protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others.

#### **5. Your Marketing Choices**

You have the option to opt out of receiving marketing emails from us by following the unsubscribe instructions in any promotional email or by contacting us directly. Please note that you will continue to receive non-marketing communications, such as information about your enrollment or services you have requested.

#### **6. Health Information and Third-Party Services**

We may collect and use certain health-related information as part of our admissions or educational process. Such information is handled with strict confidentiality in accordance with the Family Educational Rights and Privacy Act (FERPA) and other applicable laws. If you choose to interact with third-party services through our website, their privacy policies and terms of use will apply to any information you provide to them.

#### **7. How We Protect Your Information**

We use appropriate technical and organizational measures to protect the personal information we collect and store. Our safeguards include encryption, access controls, and secure servers. While we strive to protect your information, no method of electronic storage or transmission over the internet is completely secure.

#### **8. Privacy Information for California Residents**

If you are a resident of California, the California Consumer Privacy Act (CCPA) grants you certain rights regarding your personal information:

- The right to know what personal information we collect, how we use it, and to whom we disclose it.



- The right to request access to and deletion of your personal information, subject to certain exceptions.
- The right to opt out of the sale of your personal information, if applicable.

To exercise these rights, please contact us at [insert contact email] or visit our designated CCPA request page.

## **9. Retention of Your Information**

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, resolve disputes, and enforce our agreements. The specific retention period depends on the nature of the information and the purpose for which it was collected.

## **10. Revisions to Our Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. Any updates will be posted on this page with the effective date of the revision. We encourage you to review this Privacy Policy periodically to stay informed of how we are protecting your information.

## **11. Contacting Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

- **Email:** [info@dshcp.org](mailto:info@dshcp.org)
- **Phone:** 956-410-1003
- **Mailing Address:** 4098 Ted Hunt Dr., Brownsville, TX 78526