

PRIVACY POLICY

Effective 5.23.18
Approved 5.22.18

Delaware College of Art and Design (DCAD) complies with the European Union's General Data Protection Regulation (GDPR) by requiring "consent" when requesting personal data, i.e., "any data that allows a living person to be directly or indirectly identified." The College only requests personal data that is lawful and processes the data when necessary and "with consent" for enrollment, institutional research, financial aid, student housing, and federal reporting or compliance.

For residents of the EU, please note that our Privacy Policy has been updated in accordance with the requirements of EU General Data Protection Regulation (GDPR): transparency, consent, breach notification, data minimization, right of rectification, right to be forgotten, data portability, privacy by design, and data protection. For residents of the US, by visiting our website, communicating with DCAD, or otherwise indicating that you agree to this Privacy Policy, you consent to and authorize our use of your personal information as follows:

Admissions, Prospects and Accepted Students - The College communicates with, collects with "consent" prospect, and accepted student personal data for legitimate interests as grounds to process the Admissions and institutional research databases, and deletes electronic and/or hard copies of personal data within four years.

Admissions, Enrolled Students - The College communicates with and collects with "consent" enrolled students' personal data for legitimate interests as grounds to process the Admissions and institutional research databases and stores both electronic and/or hard copies of personal information for the lifetime of the College.

Alumni - The College communicates with and collects with "consent" alumni personal data for legitimate interest as grounds to process donor and institutional research databases. The College stores both electronic and/or hard copies of alumni personal information for the lifetime of the College.

Community Programs: The College communicates with and collects with "consent" enrolled students' personal data for legitimate interests as grounds to process the Community Programs, Admissions and institutional research databases, and stores both electronic and/or hard copies of personal information for the lifetime of the College. The College requires interested students who are 13 years of age or under to provide parent/guardian email to verify "consent."

Employment - The College communicates with and collects with "consent" personal employment data for legitimate interests as grounds to process the Human Resource and institutional research databases. The College deletes all personal data collected with "consent" prior to employment within four years. However, for individuals who are offered employment, the College stores both electronic and/or hard copies of personal data collected during the employment process for the lifetime of the College.

Marketing - The College communicates and collects with "consent" information from the public for legitimate interests as grounds to process institutional research, marketing/communication, and recruitment databases. The College stores both electronic and/or hard copies of marketing/communication information for the lifetime of the College.

The College has established IT safeguards to collect, store, share, use, disclose, retrieve, and destroy data. DCAD has established data security and breach notification standards and procedures in place to detect, report, and investigate a personal data breach, as well as procedures to notify all affected parties within 72 hours or provide a "reasoned justification" for the delay. The College also contractually obligates third-party processors to adhere to GDPR data privacy principles and standards.

Contact us at privacy@dcad.edu with any questions.