

# **United States Military Academy Privacy Policy**

**Document Version: 1.3**

**24 August 2020**

**Revision History**

| <b>Revision Date</b> | <b>Nature of Revision</b>                              | <b>Approved By</b> |
|----------------------|--|--------------------|
| 06/20/2019           | Initial first draft                                    | LTC Lanham         |
| 01/06/2020           | Updated links and added Revision History               | LTC Lanham         |
| 08/24/2020           | Updates per Committee review and added signature page. | LTC Lanham         |

**Signature of Approval**

By order of:  
DARRYL A. WILLIAMS  
LIEUTENANT GENERAL, US ARMY  
Superintendent

Approved by:



C. MARK WEATHERS  
COL, AV  
Chief of Staff

# Table of Contents

|   |   |
|---|---|
| Introduction.....   | 1 |
| Information We Collect and How We Use Your Personal Information ..... | 1 |
| Applicants and Prospective Students.....                              | 1 |
| Personal Information We Collect.....                                  | 1 |
| How We Use Your Personal Information .....                            | 1 |
| How We Share Your Information .....                                   | 2 |
| Legal Basis for Processing .....                                      | 2 |
| Students, Faculty, and Staff.....                                     | 2 |
| Personal Information We Collect.....                                  | 2 |
| How We Use Your Personal Information .....                            | 3 |
| How We Share Your Personal Information .....                          | 3 |
| Legal Basis for Processing .....                                      | 3 |
| Alumni and Other Supporters.....                                      | 4 |
| Personal Information We Collect.....                                  | 4 |
| How We Use Your Personal Information .....                            | 4 |
| How We Share Your Personal Information .....                          | 5 |
| Legal Basis for Processing .....                                      | 5 |
| Website(s) Visitors .....   | 5 |
| Personal Information We Collect.....                                  | 5 |
| How We Use Your Personal Information .....                            | 5 |
| How We Share Your Personal Information .....                          | 6 |
| Legal Basis for Processing .....                                      | 6 |
| Retention of Data .....   | 6 |
| Communications from USMA .....  | 6 |
| Individual Rights.....  | 6 |
| Changes to this Privacy Notice.....                                   | 7 |
| Contact Information .....   | 7 |

## Introduction

The United States Military Academy (USMA) is committed to respecting the privacy of information and data that may be used to identify you (your “personal information”). This Privacy Notice describes our policies and practices regarding the most common ways we collect, use, disclose, or otherwise process your personal information. In certain circumstances, we may provide you with supplemental disclosures regarding our data processing activities.

## Information We Collect and How We Use Your Personal Information

### Applicants and Prospective Students

#### *Personal Information We Collect*

USMA collects and uses personal information about applicants and other prospective students, including students interested in our summer programs. If you are or have been an applicant, we may collect and use the following types of personal information about you:

- Information and supporting documentation that you provide in your application
- Related application materials that others provide on your behalf (e.g., recommendations, references, and test scores)
- Information that you have permitted a third party, such as The College Board, to release (e.g., Advanced Placement, SAT, PSAT, ACT scores, demographic information, academic information)
- Contact information for prospective students that we receive from other institutions and from vendors who conduct advertising activities for us
- Financial information, including financial information about your family members
- Survey responses (if you choose to respond to a survey sent by us or on our behalf)

#### *How We Use Your Personal Information*

USMA uses your personal information to evaluate your application and related activities, to communicate with you about your application, and to perform other administrative functions related to the admissions and enrollment process. We may also use or disclose your personal information for the following purposes:

- To consider requests for accommodations
- For research and statistical purposes
- To provide you with information about USMA, West Point, and events that you might be interested in attending
- To send surveys for research purposes
- For compliance with legal obligations, to respond to subpoenas, court orders, or other legal process, and to enforce our agreements
- To prevent or investigate fraud or other unlawful activity, and to protect the security of USMA and West Point property, websites, and other systems
- Private organizations with oversight over USMA, such as accreditation organizations
- To meet the obligations of private organizations with oversight over USMA, such as accreditation organizations
- To protect the health, safety, or rights of you, other students, faculty, staff, and visitors

### *How We Share Your Information*

We may share your information with the following individuals and entities:

- Individuals who assist in the application process, such as faculty and outside consultants
- Other departments within USMA
- Your financial institutions
- Other educational institutions (e.g., to send your information about jointly hosted events, transcripts)
- Vendors who provide services to USMA
- Governmental bodies as necessary for compliance with the law, with law enforcement authorities when necessary, and other third parties to enforce our legal rights

### *Legal Basis for Processing*

With respect to personal information, we rely on the following lawful bases for processing:

- Our legitimate interests, such as recruiting cadets, staff, and faculty, monitoring our website usage,
- To provide you with services or perform on contractual obligations, such as managing our relationships with our prospective students, students, suppliers, and alumni
- For compliance with our legal obligations
- When necessary for scientific or historical research or statistical purposes
- With your consent, when applicable

### **Students, Faculty, and Staff**

#### *Personal Information We Collect*

When you are a student at USMA, or a member or prospective member of the faculty and staff, we maintain records containing your personal information. We may collect and use the following types of personal information about you, as applicable:

- Your contact information and biographical data (e.g., name, address, date of birth, race, ethnicity)
- Application materials and supporting documents (e.g., applications for admission or employment)
- Copies of identification documents and other official documents (e.g. driver's license, I-9 form, passport/visa information)
- Employment and/or educational records (e.g., job history, job reviews, transcript information)
- Academic work product and related information (e.g., research and course-related content)
- Records about your other activities (e.g., involvement in clubs, disciplinary actions, and similar incidents)
- Financial information (e.g., payroll information)
- Health information (most health information about students is stored in the Army Medical Command systems records for providing you with health care services, although some are stored in other locations. Please refer to the Army Notice of Privacy Practices for additional information regarding the use and disclosure of health information in connection with the USMA.)
- Information about technology usage (e.g., IP addresses, software downloads)

### *How We Use Your Personal Information*

We use this information for the following purposes as applicable:

- To provide educational, employment and/or related services (e.g., maintaining relevant records of your studies or employment, providing you with access to facilities and support services, such as counseling and IT services)
- To administer the financial aspects of the relationship (e.g., payroll, collecting fees)
- To enable your participation at events and in other opportunities (e.g., graduation, study abroad programs, Individual Advanced Development (IAD) opportunities)
- To protect the educational integrity of USMA
- To accommodate special needs
- For research and statistical purposes related to our educational and/or other services
- To provide basic contact information in student, faculty, and/or staff directories
- For the general operations of USMA and related administrative functions
- For compliance with legal obligations, to respond to subpoenas, court orders, or other legal process, and to enforce our agreements
- To prevent or investigate fraud or other unlawful activity, and to protect the security of USMA's property, website, and other systems.
- To meet the obligations of government and or educational organizations with oversight over USMA, such as accreditation organizations
- To protect the health, safety, or rights of you, other students, faculty, staff, and visitors

### *How We Share Your Personal Information*

We may share your personal information with the following:

- Faculty and staff at USMA to fulfill their responsibilities
- Providers of any external program, such as study abroad programs, internships, and other collaborations
- Your host institution and host family (in connection with study abroad or faculty or student exchange programs)
- Student clubs and related organizations
- Individuals or entities inquiring about your attendance or employment history
- Vendors who provide services to USMA
- Governmental bodies as necessary for compliance with the law, with law enforcement authorities when necessary, and other third parties to enforce our legal rights
- Government organizations with oversight over USMA, such as accreditation organizations

### *Legal Basis for Processing*

With respect to personal information, we rely on the following lawful bases for processing:

- Our legitimate interests, such as providing business and administrative services to cadets, staff, and faculty
- To provide you with services or perform on contractual obligations, such as managing our relationships with our cadets, staff, and faculty
- For compliance with our legal obligations
- When necessary for scientific or historical research or statistical purposes

- With your consent, when applicable

## **Alumni and Other Supporters**

### *Personal Information We Collect*

USMA holds personal information related to its alumni and other supporters (such as donors, prospective donors, volunteers, and family members of students). If you are an alumna or other supporter, we may collect and use the following types of personal information about you:

- Academic information (e.g., major, transcript, degree)
- Biographical information (e.g., name, date of birth, ethnicity, sexual orientation, religious affiliation)
- Contact information (e.g., email address, phone number)
- Your activities at USMA (e.g., club memberships)
- Your involvement with USMA and other interests (e.g., attendance at events, philanthropic interests)
- Family information (e.g., marital status, name of spouse)
- Health information (e.g., disability, food allergies)
- Financial information (e.g., history of donations, wealth information)
- Employment information

We collect data about alumni and other supporters from various sources, including directly from the individual (e.g., filling out a form on our website). We also retain information from your student records if you studied here. We also collect information from publicly available sources, such as social media, and from third parties, such as companies that conduct wealth screening or other people that might know you and your philanthropic interests.

### *How We Use Your Personal Information*

Your personal information is used for the following purposes:

- Sending you informational publications (e.g., Pointer Magazine, newsletters from departments and clubs you may have interest in)
- Conducting surveys so that we can learn more about our alumni and other supporters
- Providing services (e.g., networking events, ongoing career services)
- Sending you information about fundraising campaigns, events, and volunteer opportunities that may be of interest to you
- For administrative purposes (e.g., processing donations and issuing a tax receipt, managing events, such as reunions)
- For research and statistical purposes
- To publicly acknowledge gifts (with the consent of the donor)
- For compliance with legal obligations, to respond to subpoenas, court orders, or other legal process, and to enforce our agreements
- To prevent or investigate fraud or other unlawful activity, and to protect the security of USMA's property, website, and other systems
- To meet the obligations of government organizations with oversight over USMA, such as accreditation organizations
- To protect the health, safety, or rights of you, other students, faculty, staff, and visitors

### *How We Share Your Personal Information*

We share your personal information with the following:

- USMA academic departments, clubs, and interest groups
- USMA Association of Graduates, specific alumni clubs and organizations and similar affiliates
- Vendors who provide services to USMA
- Governmental bodies as necessary for compliance with the law, with law enforcement authorities when necessary, and other third parties to enforce our legal rights
- Government organizations with oversight over USMA, such as accreditation organizations.

### *Legal Basis for Processing*

With respect to personal information, we rely on the following lawful bases for processing:

- Our legitimate interests, such as maintaining alumni relationships and conducting fundraising activities
- To provide you with services or perform on contractual obligations, such as providing certain alumni services
- For compliance with our legal obligations
- When necessary for scientific or historical research or statistical purposes
- With your consent, when applicable

### **Website(s) Visitors**

#### *Personal Information We Collect*

USMA's websites are an information system intended to present an integrated view of the USMA to prospective students, alumni, the members of the USMA community, and others with an interest in USMA. If you visit these sites to view or download information or submit information to us, we or our third-party vendors may automatically collect the following types of personal information:

- the name of the domain from which you access the Internet
- the date and time of your visit
- the page(s) you visit
- your computing platform

Some of this information may be collected with cookies, which are text files that are placed on your hard disk by a web server(s), or similar technologies, such as web beacons. Some of these cookies are managed by third parties that we do not control, such as Google Analytics. You can accept or decline cookies by changing your browser settings. If you choose to decline cookies, some features on this website(s) may not work properly.

If you use our website(s) to complete forms, use our applications, or submit information to us (such as through our alumni and supplier registration pages), we will collect the information that you provide to us, as well as related information such as your login ID.

### *How We Use Your Personal Information*

USMA uses the data collected with cookies and similar technologies in the aggregate for purposes of analyzing site traffic, managing the site, and providing accountability regarding the usefulness of our work.



If you provide us with information (such as through our alumni and supplier registration pages), we will use that information for the purposes described on the form or registration pages.

We may also use your personal information for the following purposes:

- For compliance with legal obligations, to respond to subpoenas, court orders, or other legal process, and to enforce our agreements
- To prevent or investigate fraud or other unlawful activity, and to protect the security of USMA's property, website, and other systems.
- To meet the obligations of private organizations with oversight over USMA, such as accreditation organizations
- To protect the health, safety, or rights of you, other students, faculty, staff, and visitors

### *How We Share Your Personal Information*

USMA does not disclose the automatically collected personal information to third parties unless the third party is an institutionally authorized provider of services to USMA. USMA uses information collected through website forms as specified on the form or as we otherwise described in this notice.

USMA website(s) contains links to many sites that are beyond our control. USMA is not responsible for the privacy practices or content of these other sites. Users of these services are subject to the privacy policies established by the third-party provider.

### *Legal Basis for Processing*

With respect to personal information, we rely on the following lawful bases for processing:

- Our legitimate interests, such as monitoring our website usage
- To provide you with services or perform on contractual obligations, such as managing our relationships with our suppliers and alumni
- For compliance with our legal obligations
- With your consent, when applicable

## **Retention of Data**

USMA retains personal information about students and alumni indefinitely for alumni relationships, academic record-keeping, and archiving purposes. USMA retains and disposes of other personal information in accordance with applicable USMA and Army data retention policies.

## **Communications from USMA**

USMA periodically sends marketing communications to alumni, supporters, and other members of the USMA community, such as newsletters, event invitations, and fundraising information. If you would like to request that USMA stop these communications with you, please contact us at [privacy@westpoint.edu](mailto:privacy@westpoint.edu). If you request to be removed from our mailing lists, we will retain your contact information to ensure that we do not continue to contact you for these purposes. If applicable, we will also continue to process your personal information for other purposes consistent with this Privacy Policy.

## **Individual Rights**

You may have the following legal rights under applicable law with respect to the personal information processed by USMA.

- To withdraw consent at any time if we are processing your personal information based on consent
- To access the information that USMA has about you
- To request that USMA rectify your information. Requests to rectify information prior to graduation for USMA Cadets is via the US Corps of Cadets (USCC) S1. Requests to rectify information for former cadets related to grades will be via the registrar. USMAPS cadet candidates will rectify information via the USMAPS S1. Non-admitted cadets will request rectification from the Directorate of Admissions (DAD). This information is also shown in the [help.westpoint.edu](https://help.westpoint.edu) knowledge base. Staff and Faculty request rectification through their immediate chain of command while employed, through USMA G1 for military personnel no longer at USMA
- To lodge a complaint with an appropriate data protection authority

USMA's ability or obligation to comply with your requests may be limited by applicable law. To request to exercise one of these rights, please contact us [privacy@westpoint.edu](mailto:privacy@westpoint.edu).

### **Changes to this Privacy Notice**

USMA reserves the right to amend this Privacy Notice at any time, for any reason, without notice to you. USMA will publish any changes at <https://help.westpoint.edu> and you should check our website to access our current Privacy Notice. This Privacy Notice was last updated on 06 January 2020.

### **Contact Information**

The controller of the personal information described in this Privacy Notice varies. The Directorate of Admissions and the Dean of the Academic Board are the controllers for student applicant's records and students' academic records, respectively. The US Corps of Cadets is the controller for military training and education records, physical fitness records, and most cadet club records. The Office of the Director for Intercollegiate Athletics is the controller for NCAA and athletic club data. If there is ambiguity about who controls data, readers should use [privacy@westpoint.edu](mailto:privacy@westpoint.edu) or [cyber@westpoint.edu](mailto:cyber@westpoint.edu) for assistance.