



# MADISON ACADEMY

## Privacy Policy

Madison Academy is committed to protecting the privacy and personal information of our students, families, faculty, staff, and visitors. This Privacy Policy explains how we collect, use, store, and safeguard information in a manner consistent with our mission, values, and applicable laws. This Privacy Policy applies to students, parents and guardians, faculty and staff, applicants, donors, alumni, website visitors, and any other individuals whose personal information is collected by Madison Academy. By enrolling at Madison Academy, using its services, or accessing its website, individuals acknowledge and consent to the practices described in this Privacy Policy, as permitted by law.

### Information We Collect

Madison Academy may collect personal information including, but not limited to:

- Student and parent/guardian names, addresses, phone numbers, and email addresses
- Student academic, enrollment, attendance, and health-related records as required for school operations
- Health-related information maintained by Madison Academy is generally treated as part of a student's educational record and is subject to FERPA, not the Health Insurance Portability and Accountability Act (HIPAA), unless otherwise required by law.
- Financial and billing information related to tuition, fees, and donations
- Information voluntarily provided through forms, applications, surveys, or school communications
- Website usage data collected through cookies or similar technologies for functionality and improvement

### How We Use Information

We use collected information to:

- Support student education, safety, and well-being
- Communicate with families regarding academics, activities, and school events
- Process enrollment, tuition, fundraising, and administrative functions
- Meet legal, accreditation, and regulatory requirements
- Improve our programs, services, and website experience

Madison Academy does not sell personal information to third parties.

### Information Sharing

Personal information is shared only when necessary and appropriate, including:

- With school personnel who have a legitimate educational interest
- With trusted third-party service providers who perform services on behalf of Madison Academy and who are contractually required to safeguard personal information and use it only for authorized purposes.
- When required by law, court order, or governmental authority.



## **Student Privacy**

Madison Academy complies with applicable student privacy laws, including the Family Educational Rights and Privacy Act (FERPA). Student records are maintained securely, and parents or eligible students may request access or corrections in accordance with school procedures. Once a student reaches 18 years of age or attends a postsecondary institution, FERPA rights transfer to the student, unless otherwise provided by law.

## **Data Retention**

Madison Academy retains personal information only for as long as reasonably necessary to fulfill educational, operational, legal, and regulatory purposes. Records are securely destroyed in accordance with applicable law and internal retention policies when no longer required.

## **Data Security**

We take reasonable and appropriate measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. While no system is completely immune from risk, Madison Academy strives to safeguard information with care and integrity. Under no circumstances, however, can Madison Academy guarantee security.

## **Website and Online Tools**

Our website and digital platforms may use cookies to enhance user experience and analyze site traffic. Users may adjust browser settings to manage cookies. External links on our website are provided for convenience; Madison Academy is not responsible for the privacy practices of third-party sites.

## **Changes to This Policy**

Madison Academy may update this Privacy Policy as needed to reflect changes in practices or legal requirements. Updates will be posted on our website, and continued use of our services indicates acceptance of the revised policy. This Privacy Policy shall be governed by and construed in accordance with the laws of the State of Alabama.

## **SMS Terms and Conditions**

Madison Academy sends text messages using an SMS messaging service to communicate with students about application and enrollment deadlines, application updates, event notifications, and reminders.

### **Opt-In**

Prospective students may opt in to receive SMS messages by completing an information request form, creating an account, or updating communication preferences. Consent to receive SMS messages is optional and not a condition of applying, enrolling, or participating in the admissions process. Message frequency may vary.

### **Opt-Out**

Text STOP to stop receiving text messages. Text HELP for help.



### **SMS Privacy Disclosure**

Mobile phone numbers and SMS opt-in consent are collected solely for the purpose of delivering the text messages described at the time of opt-in. SMS opt-in data and consent will not be sold, rented, shared, transferred, or disclosed to any third parties or affiliates for marketing or promotional purposes.

We do not share text messaging originator opt-in data or consent with any third parties, except with trusted service providers that assist us in delivering SMS communications (such as messaging platform providers), and only for the purpose of facilitating message delivery and related support services.

### **Contact Us**

If you have questions or concerns about this Privacy Policy or how information is handled, [Contact Us](#).