

Wright Technical Center (ISD #966)

Comprehensive Privacy Policy & SMS Terms and Conditions

Part 1: General Website Privacy Policy

The Wright Technical Center (WTC) School District values the privacy of its students, families, and staff while complying with all applicable state and federal disclosure laws. The purpose of our website is to share basic information and promote greater transparency.

WTC Does Not Share Personally Identifiable Information Collected Through the Website

We do not collect any personal information through this website unless the individual voluntarily provides the communication or information in the form of a submission, e-mail, or by completing a requested form. Any personal information submitted to the website will not be transferred or shared with any non-affiliated third parties without express notice as stated at the time of collection.

Enabling cookies to access website functions is voluntary

A cookie is a small text file stored by your browser that allows the website to capture your preferences (such as calendar settings and site bookmarks) on the site or to maintain your “logged in” status when visiting protected areas. Usage of a “cookie” is not linked to any personally identifiable information. Web browsers have settings allowing you to reject cookies, or selectively accept cookies, or delete cookies previously accepted. Please be aware that rejecting or deleting cookies from our website may make certain functions unavailable to you.

Use of logging data

Similar to other standard website servers the school district may use website statistic packages such as Google Analytics to analyze trends in how our website is being utilized. Information monitored includes internet protocol (IP) addresses, geographic location of visitors (country, city), browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, time spent on pages, and keywords used to find our site via search engines. This information cannot be directly linked to individual users. Wright Technical Center may use it to identify high-use or low-use areas of the site, pinpoint problem areas of the site, analyze broad demographic trends in our visitors, and make decisions about how to make it easier for people to find and navigate our website.

Wright Technical Center is not responsible for the content on linked websites

This website may contain links to other sites. Please be aware that Wright Technical Center is not responsible for the privacy practices of such other sites. This privacy statement applies solely to information collected by this website.

Non-Secured Communications

Posts to discussion forums, discussion boards, comments to blogs, and Alumni Class Notes may be viewable by other users or the general public. At this time, Wright Technical Center generally limits this type of communication or discussion.

District Policies

The district website and all content posted therein must be compliant with district policies and applicable laws. School districts are subject to student and personnel data privacy laws that may limit the disclosure of information. These policies include, but are not limited to, Policies 406 and 515. Other policies not expressly cited here may also be applicable.

Contact Information

If users have any questions or suggestions regarding our privacy policy, please contact the Wright Technical Center District Office at 1405 3rd Ave NE, Buffalo, MN 55313, or call 763-682-4112.

Part 2: SMS Communication Privacy Policy & Terms and Conditions

Wright Technical Center (ISD #966) provides SMS/text messaging notifications to communicate important operational updates, career and technical education (CTE) deadlines, weather closures, and emergency alerts directly to our families, students, and staff.

1. User Consent and Program Enrollment (Opt-In)

By providing your mobile phone number during student registration, enrollment updates, or through a district contact form, you expressly consent to receive non-marketing text messages from Wright Technical Center. Consent to receive text messages is completely voluntary and is not a requirement to enroll in programs at WTC.

2. How to Opt-Out (Unsubscribe)

You can cancel SMS communications at any time. To stop receiving text messages from Wright Technical Center, simply reply **STOP**, **CANCEL**, **END**, **QUIT**, or **UNSUBSCRIBE** to any text message sent from the district. After sending the opt-out command, you will receive a single confirmation text message stating that your number has been unsubscribed. Once confirmed, you will no longer receive SMS messages from that specific notification short code or number unless you proactively choose to opt back in.

3. Dedicated Data Isolation & Privacy (No Third-Party Sharing)

Wright Technical Center strictly limits the internal use of your mobile information. **Mobile numbers collected for SMS communications, consent logs, and opt-in data will NOT be shared, sold, rented, or leased to non-affiliated third parties, partners, or data aggregators for marketing or promotional purposes under any circumstances.** All mobile communication records are maintained securely in accordance with the Minnesota Government Data Practices Act (MGDPA) and federal privacy standards.

4. Help and Assistance

If you experience technical issues or need assistance with our text messaging program, reply **HELP** directly to the message or contact the WTC help desk.

5. Cost, Frequency, and Carrier Disclaimers

Message and data rates may apply for any text messages sent to you from us, and from you to us. Message frequency varies based on district activities, operational announcements, and urgent weather conditions. Wright Technical Center and mobile carriers are not liable for delayed or undelivered messages.