



## **ACCUPLACER® Privacy Policy**

Your educational institution (school) has registered you for this ACCUPLACER® test, which College Board delivers to you on behalf of your school. The ACCUPLACER test, platform, and system (“ACCUPLACER System”) are operated by, and are the property of, College Board (also “us” or “we”). By using this System and taking the ACCUPLACER test, you consent to the terms of this privacy policy, including the use of Student Data (defined below) and proctoring (described below).

The data you provide through the ACCUPLACER System, including test scores, test-related data, and personally identifiable information (such as your name, address, phone number, email address, student ID, date of birth, gender, and ethnicity) (“Student Data”) is subject to this Privacy Policy.

### **Collection, Use, and Disclosure of Student Data**

We collect Student Data when you use the ACCUPLACER System.

We may collect Student Data from your educational institution.

The ACCUPLACER System monitors traffic by automatically recording every visitor’s host, domain name, pages visited, length of user sessions, browser type and/or IP address. This information does not contain personally identifiable information.

We use Student Data to enable you to take ACCUPLACER tests, score your ACCUPLACER tests, send you score reports, and otherwise perform services on behalf of your school. We may use Student Data to investigate potential test security incidents, protect and enhance test security, improve ACCUPLACER tests and the ACCUPLACER System, enable and administer our business, exercise quality control, provide customer service, conduct internal research, and for other legitimate interests.

We disclose Student Data to your school and as directed by your school. You may also choose to share your score reports with educational institutions other than your school.

We may disclose Student Data to the subcontractors we use to operate the ACCUPLACER System, including, without limitation, Pearson. We may disclose Student Data to our research partners for the purposes of performing predictive analysis and testing outcomes. Our subcontractors and partners are subject to College Board confidentiality terms and privacy policies.

We may disclose aggregated and/or deidentified Student Data, including, without limitation, to external researchers.

We may disclose Student Data in response to a subpoena, court order, or legal process to the extent permitted and required by law.

## **Data Retention**

We will retain your personally identifiable information for as long as the information is needed for the purposes detailed above and for any additional period that may be required or permitted by law. You may request that we delete your personally identifiable information by emailing us at [privacy@collegeboard.org](mailto:privacy@collegeboard.org). Unless we're required by law to retain your information or have a legitimate interest in retaining it, including any obligations we owe to your school on whose behalf we delivered the ACCUPLACER test, we'll delete it within thirty (30) days of your request.

## **Cookies**

A cookie is a small text file placed on a user's computer hard drive when a user visits a website. Cookies are employed for each ACCUPLACER test session as a security measure to prevent any student activity on the website after their test session has ended or timed out. These session cookies are automatically removed from the test taker's computer when the session ends. For educational institution users of the ACCUPLACER Fast Track login feature, a cookie enables the ACCUPLACER System to recognize the user readily on subsequent visits.

ACCUPLACER System users are free to change their web browsers to prevent the acceptance of cookies, but this does not affect the session cookies described above. Our cookies do not contain personal information collected by the College Board.

## **Data Security**

The College Board is committed to data and information security. To that end, we maintain an ISO 27001 certification as well as a SOC 2 Type 1 report, which includes ACCUPLACER within its scope.

## **Proctoring**

College Board does not proctor ACCUPLACER tests. Your educational institution administering the ACCUPLACER test will proctor this test, and it may arrange for a remote proctoring service. The remote proctoring service may access but is not part of the ACCUPLACER System. College Board is not responsible or liable for proctoring including the use of a remote proctoring service. The remote proctoring service may use automated decision making (e.g., machine learning, algorithms, or AI) and may capture personally identifiable information (for purposes of identification and authentication). It may also conduct audio, video, and keystroke recordings. Please read carefully the terms of service and privacy policies of the remote proctoring service. Your educational institution may share or authorize sharing of proctoring data with College Board for purposes of College Board providing services to your educational institution. In all such instances, College Board acts as the outsourced "school official" of your institution to the extent that the disclosed data is subject to the Family Educational Rights and Privacy Act (FERPA).

## **International Users and Transfers of Information**

The ACCUPLACER System operates on a software as a service platform that is located within the United States. Accordingly, your Student Data may be transferred from your testing location to the United States. College Board is the data controller of Student Data. The data controller of remote proctoring data is the remote proctoring service and/or your educational institution.

### **Changes to This Privacy Policy**

We reserve the right to change the terms of this Privacy Policy from time to time by posting an updated Privacy Policy. We encourage you to review this Privacy Policy periodically for any changes or updates at [collegeboard.org/privacy-center](https://collegeboard.org/privacy-center).

### **Questions About This Privacy Policy**

If you have questions about this Privacy Policy or College Board privacy practices, please contact us at 250 Vesey Street, New York, NY 10281, 866-630-9305, or [privacy@collegeboard.org](mailto:privacy@collegeboard.org)

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