**Privacy Notice for iGuide/Capella Campus** (http://campus.capella.edu)

The Capella Privacy Policy describes how Capella treats Personal Information when you use Capella's Web sites, including information provided when you use iGuide, which is located at http://campus.capella.edu. In addition, the following describes our privacy practices that are specific to iGuide.

**Purposes of iGuide**

iGuide, which is also known as Capella Campus, is a password-protected Site that serves as a virtual college campus and the online community of Capella faculty, staff, learners, alumni, and applicants. iGuide is where certain transactional activities between you and Capella occur. For example, iGuide is where you add or drop classes, pay tuition and fees, update your Personal Information, request a transcript, and apply for graduation (collectively, "Transactional Activities"). iGuide also offers a variety of support and academic content, such as access to the Capella library. Finally, iGuide serves as a campus directory by creating user profiles, which allow you to connect with other members of the Capella community. You can also participate in online discussions through iGuide and join and even form groups with people who share your interests.

**Your iGuide Profile**

When you login to iGuide for the first time, it will automatically create a profile for you and pre-populate that profile with your name, e-mail address, phone number, and birth date (your "Profile"). You can enhance this Profile adding, for example, a Profile picture, academic summary, and other biographical information (your "Enhanced Content"). Your Profile can serve as your campus identity and as a place where you accumulate and maintain the contact information of your colleagues and friends, as well as communicate with them.

Capella believes that iGuide is a powerful tool that can facilitate significant relationships within the Capella community. However, it understands and respects individuals' privacy concerns. Therefore, you can decide whether you want to participate in the Capella community through iGuide. Because iGuide serves as Capella's campus directory and provides a way for members of the Capella community to find each other, we encourage you to participate. If you choose not to participate, then only you will be able to see your Profile, and no one will be able to contact you using iGuide's tools.

If you choose to participate, and thereby opt to participate in Capella's community, your name and e-mail address will be accessible to other iGuide users. You will then be provided with a number of options that allow you to control the scope of your iGuide presence. For example, you can choose to make your phone number and birth date public, you can restrict the communications you receive through iGuide to those sent by certain segments of the Capella community, and you can restrict the visibility of your Enhanced Content to certain segments of the Capella community, such as individuals who you have "friended."

Please note, however, that limiting the visibility of your Enhanced Content to certain individuals does not guarantee that you will maintain control over Personal Information you post to iGuide. It is possible that someone you friend will distribute content on your Profile to the general public, for example, by posting it on another Web site. Therefore, you should not post any Enhanced Content that you do not wish to make available to the general public.

Presently, iGuide Profiles are accessible only to members of the Capella community. In the future, we may wish to grant the general public access to some or all of the information you post on your Profile. Before expanding accessibility to iGuide Profiles in this way, however, we will obtain your permission to do so, either through an "opt out" or "opt in," as required by applicable law.

**How Capella Uses Personal Information Available Through iGuide**

The Personal Information available through iGuide can be roughly divided into two categories: (1) Personal Information you provide solely for purposes of a completing Transactional Activities such as enrolling in a class and (2) Personal Information you choose to make available to individuals other than Capella, such as Enhanced Content you post to your Profile or User Generated Content you post on a discussion board.

We use Personal Information you submit for purposes of completing Transactional Activities primarily to provide the information, services, and products you request. In addition, we may use that information for academic advising purposes or to better market our programs, services, and products. For example, if you enroll in a particular course, we may contact you about related courses or helpful resources available through the Capella library.

With regard to User Generated Content you make more generally available, such as Enhanced Content you post on your Profile page, Capella will use and share that information as described in our Privacy Policy. Among other uses, we may use such information to improve and better market our programs, services, and products. For example, if you post a comment that reflects dissatisfaction with a course, we may examine how we can improve the course or contact you regarding the availability of an alternative course. Likewise, if you post a comment that you like a new functionality on one of our Sites, we may use your comment to promote that functionality.

In addition, we may use the User Generated Content on iGuide Profiles to recommend relationships between members of the Capella community. For example, if two learners are in the same professional field, we may suggest that they form a friend relationship through iGuide or join a group of other professionals in the field.

**Flagging User Generated Content**

If you see content on an iGuide Profile that you believe is inappropriate for any reason, you may have the option of flagging it for removal. By offering this option, we are not obligated to review or remove the content. However, we may do so at our discretion.

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