NORTHWESTERN
TECHNOLOGICAL INSTITUTE

PRIVACY POLICY

Effective Date: October 12, 2026 | Last Updated: October 15, 2026

Northwestern Technological Institute ("Northwestern Technological Institute," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, protect, and handle your Personally Identifiable Information (PII) across our website (www.northwesterntech.edu), our admissions process, financial transactions, and educational services. As an accredited postsecondary technical institution specializing in heating, ventilation, air conditioning, and refrigeration (HVAC/R) training, we uphold stringent transparency, institutional integrity, and statutory compliance standards.

1. Information We Collect

We collect personal information directly from prospective students, applicants, enrollees, and general site visitors through interactive forms, program inquiries, tour requests, and online payment transactions.

A. Information You Voluntarily Provide

- **Contact Details:** Full name, physical mailing address, personal email address, and mobile or home phone number.
- **Educational & Enrollment Records:** High school completion or GED records, technical background, prior collegiate transcripts, and program enrollment interests.
- **Payment & Financial Information:** Credit card number, debit card number, card expiration date, security code (CVV/CVC), and associated billing address required to process application fees, course registrations, tuition installments, and educational materials.
- **Correspondence & Inquiries:** Records of live chats, admissions advising inquiries, survey responses, and customer support communications.

B. Technical Information Collected Automatically

- **Device & Browsing Data:** Internet Protocol (IP) addresses, browser type, operating system, referring URL, pages viewed, time spent per page, and access timestamps.
- **Cookies & Web Beacons:** Cookies and tracking pixels that remember user preferences, maintain session state, and evaluate institutional web traffic.

2. How We Use Your Information

Northwestern Technological Institute utilizes personal information solely for legitimate institutional, operational, and educational objectives, including:

- **Admissions & Enrollment:** Reviewing candidate qualifications, scheduling campus visits, processing enrollment agreements, and facilitating student onboarding.
- **Payment Processing:** Securely executing tuition transactions, lab fees, and book payments in full accordance with payment gateway mandates.
- **Advising & Support:** Following up on student inquiries via phone, SMS, email, or chat, and providing career placement guidance.
- **Institutional Compliance:** Fulfilling mandatory state licensing requirements, federal data submissions, and accrediting agency standards.
- **Site Optimization & Marketing:** Enhancing site usability and delivering relevant prospective student notifications and promotional materials.

3. Information Security & Payment Protection

We prioritize the safeguarding of student and visitor data using administrative, technical, and physical security measures:

- **Secure Sockets Layer (SSL) Encryption:** Our website enforces 256-bit SSL encryption across all web traffic. All sensitive communications, form submissions, and data exchanges between your device and our servers are encrypted and verified via a trusted Certificate Authority (HTTPS).
- **PCI-DSS Compliant Payment Processing:** All payment transactions involving credit card or debit card details are routed directly through PCI-DSS Level 1 certified payment processors. Northwestern Technological Institute does not store, process, or transmit unencrypted payment card account numbers on internal web servers.
- **System Integrity & Vulnerability Monitoring:** We maintain continuous malware scanning, firewall defense, and vulnerability management protocols to prevent unauthorized access, tampering, or disclosure.

4. Third-Party Disclosures & Service Providers

We do not sell, rent, or trade your personally identifiable information to commercial data brokers. Information is disclosed strictly under the following circumstances:

- **Operational Service Providers:** Trusted third parties including cloud hosting providers, admissions CRM vendors, and payment processors who operate under strict non-disclosure obligations and confidentiality agreements.
- **Accrediting & Government Entities:** Accrediting bodies, state educational oversight boards, and the U.S. Department of Education for institutional reporting, compliance reviews, and program accreditation.
- **Legal & Safety Requirements:** When compelled by court order, statutory mandate, lawful subpoena, or in urgent circumstances to safeguard institutional rights, safety, or property.

5. Regulatory Compliance & Statutory Standards

A. FTC Transparency Standards

In compliance with Federal Trade Commission (FTC) Truth in Advertising and Consumer Protection principles:

- **Truthful Disclosures:** Our policy provides straightforward, accurate representations of our data collection practices, payment protocols, and communications.
- **Breach Notification:** In the improbable event of an unauthorized security incident involving personal data, Northwestern Technological Institute adheres to prompt, multi-channel notification protocols in line with federal standards and state law.

B. Michigan Privacy & Identity Theft Protection Laws

Pursuant to the Michigan Social Security Number Privacy Act (MCL 445.81 et seq.) and Identity Theft Protection regulations:

- **SSN Protection:** Northwestern Technological Institute strictly prohibits displaying Social Security numbers on publicly accessible channels, unencrypted internet transmissions, or unapproved documents.

- **Restricted Access & Disposal:** Access to sensitive identifiers is restricted to authorized personnel with legitimate administrative needs, and records are disposed of via secure shredding or de-identification.

C. FERPA (Family Educational Rights and Privacy Act)

For enrolled students, educational records are governed by FERPA (20 U.S.C. § 1232g). Students maintain the legal right to inspect their academic records, request corrections, and restrict unauthorized disclosure of non-directory educational information.

D. CAN-SPAM Act & Email Communications

We maintain strict compliance with CAN-SPAM Act requirements:

- **Transparent Sender Identity:** All commercial emails clearly identify Northwestern Technological Institute as the sender and feature non-misleading subject lines.
- **One-Click Opt-Out:** Every marketing email contains an active opt-out link. Unsubscribe requests are processed promptly without fees or unnecessary barriers.

E. Children's Online Privacy Protection Act (COPPA)

Our programs and web services are directed toward postsecondary adults and career-seeking candidates. We do not knowingly solicit or collect personal information from individuals under 13 years of age.

6. Managing Your Information & Cookie Preferences

You may adjust cookie tracking through your browser settings (e.g., Chrome, Edge, Safari, Firefox). Users may also opt out of Google Analytics tracking using the official Google Analytics Opt-Out Browser Add-on, or manage targeted advertising via the Network Advertising Initiative (NAI).

To review, update, or correct your personal contact records on file with Northwestern Technological Institute, please reach out directly using the contact methods below.

7. Contact Information

If you have questions, comments, or requests regarding this Privacy Policy or institutional data handling practices, please contact our administrative offices:

Northwestern Technological Institute

Attn: Privacy Administration & Student Records

Address: 24800 Northwestern Highway, Southfield, Michigan 48075

Phone: (248) 358-4006 | Fax: (248) 358-3621

Email: trichter@northwesterntech.edu | Website: www.northwesterntech.edu