CELESTE BEAUTY ACADEMY, INC.

IT-101 | WEBSITE PRIVACY AND PERSONAL INFORMATION PROTECTION POLICY

Policy ID	IT-101	**Version**	1.1
Board Approval Date	November 15, 2026	**Date of Last Review**	November 20, 2026
Statutory / Regulatory References	FERPA, 20 U.S.C. § 1232g, and 34 C.F.R. Part 99; PPRA, 20 U.S.C. § 1232h; COPPA, 15 U.S.C. §§ 6501–6506, and 16 C.F.R. Part 312, where applicable; N.C. Gen. Stat. §§ 115C-218.25 and 115C-402; N.C. Gen. Stat. Ch. 132, including § 132-1.10; N.C. Gen. Stat. § 75-65.		

I. INTRODUCTION

Celeste Beauty Academy, Inc. ("CBA," "the Academy," "we," or "us") is a nonprofit North Carolina public charter high school serving grades 9–12 in Mecklenburg County. We respect the privacy of prospective students, parents, guardians, employees, applicants, volunteers, community members, and visitors. This policy describes personal information collected through our public website, online forms, digital advertisements, and communications. Official student education and personnel records are also subject to separate legal requirements and Academy policies.

II. INFORMATION WE COLLECT

Depending on the form, CBA may collect parent or guardian names; prospective student names and dates of birth; grade levels and anticipated enrollment years; county of residence and mailing addresses; email addresses and telephone numbers; educational interests; employment or volunteer inquiries; and messages voluntarily submitted. Website and third-party services may process technical information such as IP addresses, device and browser details, cookies, and website activity. We aim to collect only information that is reasonably necessary for authorized purposes. Website, interest, and lead forms do not request Social Security numbers. If CBA must collect a Social Security number for a legally required purpose, such as employment, CBA will do so only as permitted by N.C. Gen. Stat. § 132-1.10 and will, upon request, state the purpose for which it is collected and used.

III. HOW WE USE INFORMATION

We use information to answer inquiries, provide enrollment and admissions information, communicate about school programs and events, support recruitment and community outreach, respond to employment inquiries, operate and improve the website, evaluate authorized outreach, and meet legal and reporting obligations. CBA does not sell or rent personal information.

IV. WEBSITE FORMS AND GOOGLE FORMS

CBA may receive information through forms on cbacharter.org and third-party tools such as Google Forms. Providers may process and store submissions for authorized CBA personnel. Interest-form submissions support communications with prospective families; they are not official admissions applications, do not guarantee enrollment, and do not confer preference in CBA's admissions lottery. Parents and guardians are encouraged to complete forms for minors. Public interest and lead forms are intended for parents, guardians, and individuals age 13 or older.

V. FACEBOOK, INSTAGRAM, AND DIGITAL ADVERTISING

CBA may advertise programs, enrollment opportunities, and events on Facebook, Instagram, and other platforms. Through Meta Instant Forms and similar lead forms, CBA may receive parent or guardian names, email addresses, phone numbers, anticipated student grades or enrollment years, and other voluntarily submitted information. We use this information for recruitment inquiries and related school communications. Authorized personnel and contracted recruitment providers may access leads for these purposes. CBA does not sell lead information or disclose confidential student education records to advertising platforms for targeted advertising. Third-party platforms used by CBA also process information under their own policies.

VI. COOKIES AND ANALYTICS

The website may use cookies, analytics, or similar technologies for functionality, traffic analysis, and outreach measurement. If advertising measurement tools such as Meta Pixel are deployed, CBA will provide applicable disclosures and choices required by law. CBA will not intentionally send confidential student education records, Social Security numbers, or sensitive student information to advertising measurement services. Browser or platform settings may offer additional controls.

VII. STUDENT AND CHILDREN'S PRIVACY

CBA encourages parents and guardians to submit inquiries for prospective minor students. CBA does not knowingly solicit personal information directly from children under age 13 through public recruitment forms without meeting applicable legal requirements. If CBA learns that a child under 13 has submitted personal information without parental consent, CBA will delete that information unless retention is required by law. Official student

education records are handled in accordance with FERPA, applicable North Carolina law, and Academy policies. Confidential student records are not used for unauthorized commercial marketing. Any student names, photographs, or other student information displayed on the website are published only as directory information designated in CBA's annual FERPA notice, and CBA honors directory-information opt-outs submitted by parents and eligible students. CBA provides parents its annual FERPA notice and any required notice under the Protection of Pupil Rights Amendment through separate Academy communications.

VIII. INFORMATION SHARING AND PUBLIC RECORDS

CBA may share information with authorized employees and representatives, contracted providers supporting recruitment and school operations, educational or government authorities when legally required or permitted, and other parties with appropriate authorization. CBA requires contracted providers, by agreement where appropriate, to protect information, use it only for authorized purposes, and not redisclose it except as permitted by law. As a public charter school, CBA is subject to the North Carolina Public Records Act. Information submitted to CBA through its website, online forms, lead forms, or email, including names, email addresses, and telephone numbers, may be a public record that CBA is required to disclose upon request. CBA will withhold or redact information that is confidential under applicable law, such as Social Security numbers and other identifying information protected by N.C. Gen. Stat. § 132-1.10 and official student records protected by FERPA and N.C. Gen. Stat. § 115C-402.

IX. SECURITY

CBA uses reasonable administrative, technical, and organizational safeguards intended to prevent unauthorized access, loss, misuse, or disclosure. Access is limited to personnel and service providers with authorized responsibilities. However, no electronic transmission or storage method can be guaranteed completely secure. If a security breach involving personal information occurs, CBA will notify affected individuals and appropriate authorities as required by N.C. Gen. Stat. §§ 75-65 and 132-1.10 and other applicable law.

X. RETENTION AND DISPOSAL

Information is retained as reasonably needed for its collection purpose and as required by applicable school, public records, grant, and retention obligations. As required by N.C. Gen. Stat. § 115C-218.25, CBA follows the records retention and disposition schedule established by the North Carolina Department of Natural and Cultural Resources for local school administrative units. Eligible records are securely disposed of under that schedule and Academy procedures. Deletion requests may be limited by applicable legal retention requirements.

XI. COMMUNICATIONS AND OPT-OUT

Individuals who provide contact details may receive information about enrollment, events, and school activities. To stop optional recruitment communications, contact President@celestebeautyacademy.com. Emails may offer unsubscribe options. If promotional text messages are offered, CBA will obtain and document any separate consent required by law and provide appropriate opt-out instructions. Opting out does not affect eligibility to apply for admission to CBA.

XII. PRIVACY REQUESTS

Individuals may request correction of contact information, removal from optional communications, or deletion where legally permissible, and may ask about information practices. CBA evaluates requests under applicable law and retention obligations. Access to official education records, and requests to amend them, are governed by FERPA, CBA's annual FERPA notice, and Academy procedures. This policy is available in alternative accessible formats, and CBA will make reasonable efforts to provide it in a parent's primary language, upon request to the Executive Director at President@celestebeautyacademy.com.

XIII. THIRD-PARTY SITES

Links to Facebook, Instagram, Google, and other independent services may appear on CBA pages. Those services have their own privacy practices; visitors should review third-party site policies before submitting information to them.

XIV. CHANGES

CBA may revise this policy as operations, technologies, or laws change. Updated versions will be posted on the website with a revised effective date.