

COUNSELTRACC

Privacy & Data Protection Policies



Privacy Policy

At CounselTRACC, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information. We value your trust and are dedicated to ensuring the confidentiality and security of your data.

Information We Collect

We collect only the data necessary to provide counseling and educational support services, which may include:

- Student names and identifiers
- Student email addresses
- Academic indicators (such as grades or graduation status)
- Counseling notes and meeting records
- Authorized user account information

How Information Is Used

Information is used solely for educational purposes, including:

- Documenting student interactions
- Supporting counseling workflows
- Tracking progress and compliance needs

Data is never used for advertising or commercial purposes.

CounselTRACC may use data to support counselor-led educational workflows, including identifying trends and prioritizing outreach. Any insights provided are assistive only and do not replace professional judgement.

Information Sharing

- CounselTRACC does not sell or rent data
- Student data is never shared with marketing agencies or used for marketing purposes
- Limited sharing may occur with FERPA-compliant service providers strictly for operational needs
- Data is not shared for marketing or analytics unrelated to education

CounselTRACC does not engage in, or permit, the use of student data for targeted advertising or commercial marketing. This includes prohibiting sharing of student data with any marketing agency or third party for marketing purposes, consistent with Arkansas student data privacy requirements.

Privacy Policy Updates

CounselTRACC may update this Privacy Policy from time to time. When material changes are made, purchasers will be notified so they remain informed of how student and user information is handled.

- Purchasers will be notified of material changes to this Privacy Policy
- Continued use of the platform after a change indicates acceptance of the updated policy
- The effective date above reflects the most recent revision

Questions

Privacy questions may be directed to: privacy@counseltracc.com

FERPA Compliance Statement

CounselTRACC complies with the Family Educational Rights and Privacy Act (FERPA) and supports schools in protecting student education records.

Our Role

CounselTRACC acts as a school official with a legitimate educational interest, operating under the direction of schools and districts.

- We process data only on behalf of institutions
- We do not independently access or control student records
- Schools retain authority over records and access

CounselTRACC does not independently determine educational decisions or outcomes.

FERPA Rights

FERPA provides parents and eligible students the right to:

- Inspect and review education records
- Request correction of inaccurate information
- Control disclosure of personally identifiable information

Schools manage these requests in accordance with their policies.

Authorized Access

- Access is restricted to users authorized by the institution
- Permissions are role-based and school-controlled

Questions

FERPA-related questions may be directed to: privacy@counseltracc.com

Terms of Service

These Terms govern access to and use of CounselTRACC by schools, districts, and authorized users.

Permitted Use

CounselTRACC may be used only by authorized educational personnel for legitimate educational purposes.

Users may not:

- Access records without authorization
- Share login credentials
- Use the platform for non-educational purposes

Data Ownership

- All student data remains the property of the school or district
- CounselTRACC acts solely as a data processor
- We do not claim ownership of education records

CounselTRACC is independently developed software and does not reproduce, derive from, or incorporate proprietary systems, designs, or intellectual property of other vendors.

Any automated or data-driven features provided by CounselTRACC function as decision-support tools only and do not independently initiate actions involving students.

User Responsibilities

- Users must protect account credentials
- Schools manage user access and permissions
- Institutions are responsible for compliance with local policies

Questions

Terms of Service related questions may be directed to: support@counseltracc.com

Data Security

Security Controls

CounselTRACC implements administrative, technical, and physical safeguards to protect student data and personally identifiable information (PII).

- Encryption of data in transit and at rest
- Role-based access controls
- Secure authentication methods

CounselTRACC's information security program is being mapped to applicable NIST SP 800-53 Revision 5 controls and assessed using procedures informed by NIST SP 800-53A Revision 5.

Infrastructure

- Secure cloud hosting with industry-standard protections
- Contractual safeguards with service providers

All subcontractors and service providers are bound by written agreements requiring compliance with this Privacy Policy, the Terms of Service, and applicable data privacy laws, including FERPA and applicable state student data privacy requirements.

Monitoring & Response

- Continuous monitoring for suspicious activity
- Incident response procedures aligned with legal obligations
- Notification to affected institutions within 72 hours of confirmed data breach

Questions

Data Security related questions may be directed to: data@counseltracc.com

Data Retention Policy

During Active Service

- Data is retained according to school or district direction
- Records remain accessible to authorized users

After Service Ends

- Schools may request data export
- Data is securely deleted after a reasonable retention window
- Retention timelines may be governed by contract or law

Schools or districts may request written confirmation of data deletion following contract termination.

Secure Deletion

- Data is removed from active systems
- Backups are purged according to standard deletion cycles

Questions

Data Retention related questions may be directed to: data@counseltracc.com

Contact Us

We're here to help! Whether you have questions about CounselTRACC, need technical support, or want to learn more about our services, our team is ready to assist you. Reach out to us through any of the methods below.

Online Contact Form

For detailed inquiries or support requests, please use our online contact form available on our website. This helps us route your message to the right team member and ensures you receive the most accurate and timely response.

Office Hours

- Monday - Friday: 8:00 AM - 6:00 PM (CST)
- Saturday: 9:00 AM - 2:00 PM (CST)
- Sunday & Holidays: Closed

Follow Us

Stay connected with CounselTRACC for the latest updates, tips, and educational resources. Follow us on LinkedIn and Twitter for industry insights and platform updates that can help you make the most of your counseling practice.

Disclaimer

CounselTRACC is independently developed by EduCounsel Solutions and is not affiliated with or endorsed by other counseling software providers.