

# RESPECTING CONSUMER INFORMATION IS A TOP PRIORITY!

Consumer privacy and respect of consumer information is of utmost importance to Herff Jones, Inc. Our goal is to always utilize parent and student contact information (mailing addresses, email addresses and mobile numbers) in a way where we provide value to both the parents and students as well as the school. We do this by providing relevant information and content in addition to promotional messages including discounts, in school ordering information, product features and more.

Please visit [herffjones.com/privacy](http://herffjones.com/privacy) to learn more on how Herff Jones collects and uses contact information. Additionally, students and parents will be able to opt out of email communications with Herff Jones through a one click unsubscribe button. For any mobile messages, a simple text response of "STOP" will prevent any further communications from being received.

**THE FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA) PROTECTS STUDENTS' EDUCATION RECORDS AND THEIR PRIVACY. HERFF JONES IS COMMITTED TO ALWAYS BEING FERPA COMPLIANT. WE TAKE PRIVACY SERIOUSLY AND SO SHOULD YOU.**

You want your students to remember fondly the years they spent at your school. They want a yearbook as a keepsake, graduation announcements to share their big day and a class ring to show off their accomplishments and memories.

FERPA allows schools to share certain basic student information with Herff Jones without the need to obtain written permission. This information, known as "Directory Information," allows Herff Jones to perform valuable services such as publishing your yearbooks.

By following some basic rules, you can comply with FERPA when you let us know your students' names, home and email addresses, grade level, the sports they play, the clubs they join, the honors and awards they receive and similar information. This in turn will allow us to communicate with your students and parents with relevant information pertaining to inclusion in the yearbook as well as upcoming ordering information for graduation products, yearbooks and class rings.

All you have to do is tell parents that you will be giving us Directory Information about their children and offer them a method to "opt out." If a parent does not opt out, you can go ahead and share the Directory Information.

In keeping with our commitment to student privacy, Herff Jones uses state-of-the-art technology and industry best practices to keep your students' information secure. We strongly respect your students' information and we do not sell it, rent it or give it away.

Your school deserves the best quality yearbooks, class rings and graduation products. Every school has to comply with FERPA. At Herff Jones, we are here to help you offer the best quality products to your students while also protecting their privacy.

## QUESTIONS?

We're happy to help with any questions you may have about the Herff Jones privacy policy. Contact us at [privacy@herffjones.com](mailto:privacy@herffjones.com)

