

Policy Title: Social Media Privacy Policy	Effective Date: January 1, 2013
Owner Department: Administration	Next Review Date: January 1, 2014
Contact: Tan Knight, (510) 231-5005	

1.0 Policy Statement

Cal. Education Code §§ 99120-99122 require a private nonprofit or for-profit postsecondary educational institution to post its social media privacy policy on the school website. This law directly impacts the Kaiser Permanente School of Allied Health Sciences (KPSAHS) and is intended to provide protection to students and prospective students regarding their personal social media accounts and activities.

2.0 Purpose

The purpose of this policy is to restrict the actions of KPSAHS, its employees and its representatives regarding the personal social media accounts and activities of students and prospective students.

3.0 Scope/Coverage

This policy applies to all KPSAHS employees, agents and representatives, including, but not limited to, adjunct faculties who instruct in KPSAHS educational programs and clinical sites.

4.0 Definitions

Social media is defined in the law as an electronic service or account, or electronic content, including but not limited to, videos or still photographs, blogs, video blogs, podcasts, instant and text messages, email, online services or accounts, or Internet Web site profiles or locations.

5.0 Provisions

5.1 KPSAHS employees and adjunct faculties are prohibited from requiring or requesting a student, prospective student or student group to:

- 5.1.1 Disclose a user name or password for accessing personal social media;
- 5.1.2 Access personal social media in the presence of the institutions employer or representative; or
- 5.1.3 Divulge any personal social media information.

5.2 KPSAHS employees and adjunct faculties are prohibited from penalizing a student, prospective student or student group for refusing to comply with a request or demand that violates section 5.1 above.

5.3 This policy does not:

- 5.3.1 Affect KPSAHS' existing rights and obligations to protect against and investigate alleged student misconduct or violations of applicable laws.
- 5.3.2 Prohibit KPSAHS from taking any adverse action against a student, prospective student, or student group for any lawful reason.

5.4 The School will post this social media privacy policy on its website.

6.0 Approval

This policy was approved by the Regional School Administrator and Regional School Medical Director for the Kaiser Permanente School of Allied Health Sciences.