

Brooklyn Law School Privacy Policy

Last Updated: July 8, 2026

Brooklyn Law School (“BLS,” “we,” “our,” or “us”) is an institution of higher education. If you visit our websites (e.g. <https://www.brooklaw.edu>) (hereinafter “Website(s)”), apply to or attend BLS (as a student, employee, or faculty member), make online donations, use any of the systems or services BLS provides, complete any associated online forms, or otherwise interact with BLS, you should be aware that we may be collecting certain Personal Data from you.

The protection and privacy of your data is important to us. This notice is provided to inform you about our privacy practices and data privacy compliance efforts. Our privacy practices may vary among the countries in which we operate to reflect local practices and legal requirements. If you are located in a country outside of the United States which has enacted a personal data protection law, please visit our [International Privacy Policy](#) for additional privacy disclosures that may apply to you.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website or Services (defined below). By accessing or using this Website, you agree to this Privacy Policy. This policy may change from time to time (*see Changes to Our Privacy Policy*). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children Under the Age of 13:

Our Website is not intended for children under 13 years of age. No one under age 13 may directly provide any personal data to or on the Website. We do not knowingly collect personal data directly from children under 13. If you are under 13, do not use or provide any information on this Website or through any of its features, or provide any information about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received personal data from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact Us at communications@brooklaw.edu.

Information We Collect and How We Collect It:

Depending on the nature of our relationship with you and your interactions with us, we may collect and process certain information and data from you. We collect your information to perform many institutional and educational activities. We collect your information for and/or through: the Website; admissions and financial aid; alumni and donors; various educational and other opportunities including on-campus services, study abroad, and/or employment purposes (collectively the “Services”).

Specifically, we may collect the following information through providing the Services (collectively “Your Information”):

- **Personal Data:** We collect information by which you could be personally identified, either directly or indirectly. If you are located in the European Economic Area (EEA) or the United Kingdom (UK) or other jurisdiction that has enacted a personal data protection law, Personal Data includes all personal data or information as defined under applicable data protection laws. We collect the following data elements from you (collectively “Personal Data”):
 - **Identification information:** including, but not limited to, your name, date of birth, gender, other demographic information, other relevant biographic information, postal address, email address, phone number, any other relevant contact details, Social Security Number, BLS identification number, user account(s) on our Websites passport number.
 - **Information related to your application for enrollment to BLS:** including, but not limited to, information related to your application for admission such as your educational history, personal statements, reference letters, transcripts, school activities, disciplinary records, testing history and scores, etc., any other relevant information provided in your application, and information related to your visa application.
 - **Personal and Health History:** including, but not limited to immunization records, or other information you may volunteer during admissions or to receive accommodations or other services, etc.
 - **Information related to your student life and education:** including, but not limited to, your courses, programs and training (including online/hybrid courses, programs and training), housing, travels through BLS’s programs, and alumni status.
 - **Financial and banking information:** including, but not limited to, your salary history, tax forms, government identification number, tax numbers, bank statements, scholarships, any relevant financial information to evaluate and determine your eligibility for financial aid opportunities, and payment information.
 - **Family information:** including, but not limited to family members name, ages, education, occupations, wages and savings, etc.
 - **Information related to your donation:** including, but not limited to, the amount of your donation, affiliation to BLS, giving history, and legal documentation related to your donation.
 - **Information related to your communications/exchanges with BLS:** including, but not limited to the date of communication, and subject of your request, preferred means of communication, and any information included in such communications/exchanges.
 - **Information about Alumni:** including, but not limited to, name, biographical information, contact information, professional information, information relating to your time at BLS and other academic institutions, volunteer and event registration/attendance information, gift and stewardship information, activities, memberships, and affiliations.
 - **Information related to your application for employment:** including, but not limited to, information related to your application for the job, such as your educational history, job history, CV, reference letters, resume, any other relevant

information provided in your application, and information related to your visa application.

- **Personal Data Collected Automatically via the Websites**
- **Other Personal Data you volunteer and/or provide in any fillable forms throughout our Websites**
- **Usage Data:** Data may be collected from you automatically when you access our Website about how you access and use the Website (“Usage Data”). Usage Data may include information such as your device's Internet Protocol address (e.g., IP address), internet domain, browser type, browser version, time zone setting and location, browser plug-in types and versions, browser history, operating system, analytic data, and other diagnostic data.
- **Aggregate Data:** We may collect data that is about you but individually does not identify you, such as statistical information and analytic data relating to Website usage.

We collect this information:

- **Directly from you:** when you provide it to us including but not limited to:
 - Your application to BLS
 - Through an online donation
 - Through an interactive form on our Website
 - Correspondence with BLS
 - Through your enrollment at BLS and/or receiving Services from BLS
 - Through event registration
- **Automatically as you navigate through the Website**
- **From third parties:** Including, but not limited to, service providers, admission application administrators (e.g. Law School Admissions Council), bar association, other schools, references, family members, analytics providers, payment processors, public databases, social media platforms, marketing partners, and various other organizations. For example, we may collect public information about you when you interact with us through social media.

When you donate online through our Website, we use a third party service provider to process payments on our behalf. You must submit your name, your credit card number, bank account number, or other payment information, and billing information for payment verification purposes. This information allows our payment processor to process and fulfill your payment. BLS does not have access to your credit card number or other payment information when you donate through our Website. Your sharing of such information is governed by our payment processors applicable privacy policy and terms of use. We also use third party service providers to provide a number of services to BLS, including but not limited to admissions collection, financial aid processing, event registration, alumni and donor relations, etc.

Technologies Used for Automatic Data Collection:

We use cookies, pixels, analytics tools and other technologies to make our Websites work properly, improve performance, understand how visitors interact with the Websites, and deliver relevant

content. These technologies help us provide a better user experience and measure the effectiveness of our marketing efforts.

We may automatically collect, use, store, and transfer certain information about your visit to our Website through technologies such as cookies, pixels, and analytics tools. Some of these technologies are provided by third-party service providers, and information collected through them may be shared with or directly collected by those third parties.

Below is an overview of some of the technologies we utilize:

- **Cookies** are small files placed on your device that allow us to recognize your browser and store preferences or settings. We use cookies to enhance Website usability, to provide website functionality, personalize content, and improve your experience. In addition to our own cookies, as outlined below, third-party providers may place cookies on your device to support analytics, advertising, and other services. Some types of cookies we utilize include:
 - **Strictly Necessary Cookies:** These cookies are necessary for Website function and cannot be switched off.
 - **Functional Cookies:** These cookies enable the Website to provide enhanced functionality and personalization.
 - **Targeting/Marketing Cookies:** We may use third-party advertising platforms, including LinkedIn and Google (as further outlined below), to deliver targeted advertisements related to our programs and Services. These platforms allow us to present ads to individuals who may be interested in learning more about BLS. To support this activity, we may provide limited information, such as email addresses, to these platforms so they can match our outreach to users who have accounts on their services. As further outlined below, these platforms may also use cookies, pixels, or similar tracking technologies to measure ad effectiveness, limit ad frequency, and help us understand how users interact with our campaigns. We may also place other marketing cookies on our Websites to count visits and traffic sources so we can measure and improve the performance of our Websites.
- **Pixels** are small pieces of code embedded on a webpage that help track user interactions, such as page views or clicks. Pixels are often used to measure the effectiveness of advertising and understand user actions on the Website. Some pixels may be provided by third parties and may allow third-party providers to collect information about your activity for analytics and marketing purposes.
- **Analytics** may be provided by third-party vendors to analyze Website traffic and usage. These vendors use cookies and similar technologies to collect information such as your IP address, browser type, and browsing behavior. This information is transmitted to and stored by these vendors on their servers (or those of their subprocessors). They use it to provide us with reports and insights and may share it with other parties where required by law or for their own processing purposes. For example, we utilize Google Analytics, a web analytics website offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. This data is shared with other Google websites. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out

of having your activity on the Website made available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visit activity. For more information about the privacy practices of Google, please visit the Google Privacy Terms web page at <https://policies.google.com/privacy?hl=en>

- **Third-Party Tracking Technologies** may be utilized by third party service providers to collect information about your online activities across different websites and services. We do not control these technologies or how third parties use the information they collect. For details on how these third parties handle your data, please refer to their respective privacy policies.

By using the Websites, unless you set your browser otherwise, you consent to our use of these technologies as described above.

If you do not want to allow for use of cookies or other technologies (including analytics cookies), you can generally opt-out by setting browsers to reject cookies. You may also disable or delete cookies from your computer or other device at any time. Please be aware that disabling cookies may limit the functionality of the Websites, reduce our ability to provide customized content, and impact on your overall experience when visiting the Websites.

Third Party Links and Social Media Platforms:

The Website may contain links to other websites or access to applications, including social media platforms, which are operated by us or third parties. Please be aware that BLS is not responsible for the privacy practices of any third party, including any third party with whom it has an affiliation or business relationship. Once you enter those websites from a link from our Website, our Privacy Policy and Terms of Use do not apply. We do not control and accept no liability or responsibility for those websites and this Privacy Policy does not apply to those websites. Please consult the terms and conditions and privacy policies of those third-party websites to find out how they collect and use Your Information and to establish whether they use cookies and what they use them for.

BLS has several active communities online, including, but not limited to, Facebook, X (Twitter), YouTube, LinkedIn, Instagram Flickr, and TikTok (collectively, “Social Media Platforms”). We encourage you to review our Social Media Platform pages and get involved. We appreciate dialog and discussion via Social Media Platforms, and look forward to your comments and experiences. However, such use of Social Media Platforms, including the use of direct or personal messages, are not governed by our Privacy Policy and are governed by the applicable Social Media Platform privacy policy and terms of use. Please remember that social media posts are often viewable publicly and are not private. We do not control and accept no liability or responsibility for such Social Media Platforms or your use of such platforms.

We may receive some information that you submit to a third-party website or application that you access through the Website, including but not limited to information from your social media profile if you connect with Us on Social Media Platforms.

Purposes of Processing and How We Use Your Personal Data:

We may use Your Information, including your Personal Data, for several purposes, including but not limited to:

- Improving the Services BLS may provide to you and to enhance your experience;
- To contact you, including for educational purposes;
- Alumni and donor outreach and engagement;
- Marketing and analytics;
- Event registration and coordination;
- Enrollment verification;
- Educational operations and collaborations;
- Providing course platforms or tools that enable or enhance our Services;
- Course registration and administration;
- Course evaluations and assessments;
- Workplace administration and operations;
- Feedback purposes;
- Promotional and recruiting purposes, including soliciting financial contributions and contacting prospective students;
- Statistical and behavioral analysis of online behavior for development purposes;
- Content improvement;
- Content customization;
- To detect, prevent, and address technical issues;
- To prevent and detect criminal and/or fraudulent activity that would be damaging to us
- For legal compliance; and
- For any other purpose with your consent.

Disclosure of Your Personal Data:

We may disclose aggregated information and information that does not identify any individual without restriction.

We may disclose Your Information, including Personal Data, as described in this Privacy Policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support us, such as marketing vendors, application processing, IT services, website hosting, consultants, etc.
- With trusted external entities such as the American Bar Association, National Association for Law Placement (NALP), or other accreditor/reporting agencies. Usually, such information is anonymized or aggregated, but in some cases such as an audit it may include some Personal Data. Personal Data about current students is more often shared at your request and with your consent, such as information shared with state bar examiners.
- We may share your Personal Data with other institutions or partners, such as for cross registration for courses, events, etc.; study at other universities including study abroad at foreign universities; online education offerings through online platforms; research arrangements; and events and activities of BLS-affiliated clubs and shared interest groups.

- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of BLS's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by BLS or others is among the assets transferred;
- To fulfill the purpose for which you provide. For example, if you leave us feedback with contact information to contact you, we may use such information for that purpose;
- For any other purpose disclosed by us when you provide the information; and
- To other parties with your consent.

We may also disclose Your Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To enforce or apply agreements or policies between you and BLS;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of BLS, our students, faculty, employees, alumni, or others.

Data Retention:

To the extent permitted by applicable law, we keep your Personal Data for as long as needed to fulfill the particular purpose for which it was collected and in accordance with this Privacy Policy. We may also retain your Personal Data if legally required or for our legitimate business interests or as authorized by another lawful basis, such as for a legal action.

Data Security:

We endeavor to implement measures designed to protect Your Information. However, the safety and security of Your Information also depends on you. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

User Generated Content:

Some of our online activities, such as course websites, listservs, and academic bulletin boards, enable users to submit their own content. You understand and agree that BLS may not review, audit, or otherwise verify the accuracy of your data. Please remember that any Personal Data you submit or post as user-generated content in these circumstances could in some cases be seen by others or become public. If you submit such information, you are solely responsible for any information uploaded or entered. You should exercise caution when deciding to disclose your Personal Data in such submissions or posts. We cannot prevent others from using that information in a manner that may violate this Policy or the law. BLS is not responsible or liable for any issues that may arise with respect to information provided by you or the results of such posting. You shall not provide any information other than your own or of others without their express consent.

Choices About How We Use and Disclose Your Information:

We strive to provide you with choices regarding Your Information. We have created mechanisms to provide you with the following control over your information:

Tracking Technologies and Advertising: You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Website may then be inaccessible or not function properly.

Promotional Emails Communications from BLS: We may use your Personal Data to provide you with newsletters, marketing, or promotion materials. If you do not wish to have your email address used by BLS, you can opt-out by clicking the “unsubscribe” link at the bottom of an email or by sending us an email stating your request to communications@brooklaw.edu.

Text Messaging. If you provide us with your mobile phone number, BLS may send you text messages, including informational, administrative, emergency, and, where permitted, marketing or promotional messages. Message and data rates may apply. You may opt out of marketing or promotional text messages at any time by replying “STOP.” Opting out of marketing texts will not affect your receipt of essential or non-marketing communications. Text messaging communications are governed by our [SMS Text Privacy Policy](#) [hyperlink], incorporated herein by reference, which provides additional details.

If you are located in a country outside of the United States which has enacted a personal data protection law, you may have additional rights related to your information. Please visit our [International Privacy Policy](#) for more information.

Do Not Track (DNT) Signals:

At this time, our Websites do not respond to Do Not Track (DNT) signals. DNT is a web browser setting that allows you to express a preference not to be tracked across websites; however, there is currently no industry-wide standard governing how websites should interpret or respond to these signals. While we do not take action in response to DNT requests, you can set your browser to refuse all or some browser cookies as outlined above.

Users Located Outside the United States:

If you are located in a country outside of the United States, which has enacted a personal data protection law, please [click here](#) for additional privacy disclosures that may apply to you and your rights, if any, concerning Your Information.

FERPA:

BLS protects the privacy of current and past students in compliance with FERPA (the Family Educational Rights and Privacy Act), a federal law designed to protect the privacy of education records. For more information, please [click here](#).

Changes to our Privacy Policy:

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Website, prior to any material change becoming effective and update the “Last Updated” date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Information:

If you have any questions concerning these policies, please contact us at: communications@brooklaw.edu.