

## Student Search Service® Authorized Usage Policies

- Student Search Service can only be used to recruit students and manage enrollment in connection with educational or scholarship programs that you offer; or to inform them of a campus-based educational opportunity that enhances a student's ability to attend college and provides college credit that is transferrable to accredited institutions.
- Users shall adhere to generally accepted ethical standards in the recruitment of students.
- Users will use Student Search Service data exclusively for educational and non-commercial purposes and limit their use of Student Search Service data to disseminating information about admissions, financial aid, and special academic programs and opportunities.
- Information provided by Student Search Service may not be used to promote test or assessment preparation courses or materials of any kind.
- Users will not use names provided by Student Search Service to discriminate against potential applicants on the basis of race, religion, creed, national origin, age, sex, socioeconomic background, sexual orientation, veteran status, or a disabling condition, but Users may use names provided by Student Search Service in connection with a legally valid program that takes such characteristics into account in furtherance of attaining a diverse student body.
- Users will not use Student Search Service data to conduct surveys or market research.
- Users must comply with all applicable laws related to electronic and direct mail marketing to minors, including the [Children's Online Privacy Protection Act of 1998](#) (.pdf/271KB) and the [CAN-SPAM Act of 2003](#) (.pdf/127KB).
- Users must include in all Student Search Service communications a statement identifying The College Board's Student Search Service as their list source. Our research indicates higher response rates to mailings that identify Student Search Service by name than those that do not. Users must also offer recipients a quick and simple method for opting-out of future communications.
- Users will not remove College Board seeded names from their downloaded orders.
- Users will not imply that a student is recommended by the College Board and/or will not include the use or a form of the word "nominate" in communications.
- Users will not use language that implies, refers to, or otherwise conveys the message that a student's specific test score(s) were received.
- Before creating an order, users are required to acknowledge that they accept the Student Search Service Agreement. By accepting the agreement, users assure Student Search Service that their institutions will use the Student Search Service data they receive in strict compliance with our guidelines, and that they respect the agreement the College Board makes with students who voluntarily consent to let Student Search Service send their data to Student Search Service users. Clicking the "Accept" button when you order online acts as the user's signature.
- Users will not disclose Student Search Service data to third parties for any commercial purposes at any time, neither from their original output, nor from their response pool.
- Users may share Student Search Service data with branch campuses only if they obtain student consent to do so via the user's initial correspondence to the student.
- In addition to the above, users must comply with the Student Search Service Agreement.

**Any violation of the Authorized Usage Policy or the Student Search Service Agreement will result in immediate termination of a Student Search Service account.**