

Campbellsville University

Online Privacy Statement

POLICY

Campbellsville University (CU) collects various types of information through our sites and other websites where you express interest in our services, as well as through our mobile applications, via email, Live Chat over the phone, via printed forms and in person. Some information is collected automatically through various web and Internet technologies including social networking tools used by the University. Other information is collected when provided to us voluntarily.

We may also obtain information from education partners, business associates, and unrelated entities and combine it with information we collect.

By choosing to continue to use this CU website, you agree to CU's collection and use of your information as described in this policy statement.

Standards

Information Collected Automatically

The University collects limited, non-personal identifying information your browser makes available when visiting websites. We may aggregate this non-identifying information for reporting purposes to access the effectiveness of our websites without disclosing specific information that would link to any individual. This includes:

1. The Internet Protocol (IP) address and name of the Internet domain you used to access the Internet;
2. The URL of the website from which you linked directly to CU website;
3. The date and time you accessed CU website;
4. The pages you visited, including the information requested through your browser, the response from your browser, the size of the page you received in response to the request, and the marketing email or web page that referred you to the page you visited; and
5. The web browser and operating system you used to access CU website.

In some instances, our websites use cookies that uniquely identify your browser so that we may provide content most relevant to your needs. A cookie allows the University website to customize what you see in relation to the way you entered the website and content that you most recently viewed (i.e., if you logged into your student account, the website may be personalized for student viewing in subsequent visits).

Information You Provide to Us

In addition to the web analytical information collected when you visit our sites, CU also collects, uses, and discloses personal information that you provide to us voluntarily online or off-line when you respond to an advertisement, a survey or request information, register for classes, apply for financial aid, order educational or other products and services, or set up a site profile.

Inquiry and Application Forms

Information that you choose to complete, which may include your name, email address, phone number, and content of the e-mail, are used in order to provide information about the University.

If you do not wish to provide your contact information online, you may call the University and request that information be sent through the mail.

Login Sites and Services

Various websites and web services of CU require users to log in and gain access to information and tools reserved for students, faculty, and staff.

Creation of a login account requires you to provide your student or faculty/ staff ID number.

Web Engagement Data

Your engagement data (e.g., analytical info, referral data, form data, etc.) may be used to personalize our communications with you.

SPECIFIC CONCERNS

Website Security

CU websites have standard security measures in place to protect against the loss, misuse, or alteration of the information under our control. For example, we utilize standard SSL encryption when accepting your credit card information during the online ordering process, as well as whenever we ask you to log in to any of the University's online student and faculty services.

How Information is Used

CU will only use your personal data on a lawful basis to fulfill a legitimate interest of CU. CU may use information collected from your visit to this website to:

1. Manage and improve the user experience and preferences associated with this website and CU communications;
2. Track how often people gain access to or read CU content;
3. Foster further communications and manage your subscription(s) to CU publications;
4. Optimize advertisement, which may include embedding cookies or sending you material about products, services, updates, etc. that we think will be of interest to you;
5. Invite and/or register you (upon request) to events that may be of interest to you;
6. Personalize your online interactions with CU;
7. Fulfill your online requests for goods or services;
8. Conduct online research, education, training, or surveys;
9. Identify anomalies in web traffic in order to help protect personal and CU institutional information;
10. Exercise CU's legal rights, defend against legal claims, or respond to subpoenas, court orders, or other legal processes.

Internet Technologies Used

Cookies, web beacons, and other relevant Internet technologies may be used in our emails and on our sites to allow us to accomplish the uses set out above as well as to deliver sites messaging and to keep track of your information. These small pieces of program code reside in your computer and browser and can be removed. If you desire to remove such technologies you may do so, but this may render our sites unusable to you. You can opt out of cookies or other Internet technologies used by disabling these features in your browser program. Please note that this deletion of certain opt out cookies may require you to renew your online behavioral advertising opt outs periodically. Consult your browsers Help menu for assistance in changing cookie settings or removing cookie files.

Disclosure or Sharing of Information

CU may use third party service providers and suppliers to facilitate this website or the services CU provides. Those providers and suppliers may have access to the information CU collects in order to fulfill their obligations to CU. CU may disclose or share information in recognition of applicable state, federal, or international laws.

Sites Hosting and Links from Our Sites to Other Websites

Some of our sites may contain links to websites hosted by education partners, unrelated entities, and business associates operating websites on their own behalf or on behalf of multiple entities. Some of these websites may collect your personal information and may apply their own policies on how your personal information is used. In addition, some of our Sites may have additional policies that apply to the use of personal information collected on that site. Please make sure to read the policies of any websites you visit on the Internet carefully. Please be aware that we are not responsible for the privacy practices of the content of any websites that are not operated by or exclusively for us, and the collection, use, and disclosure of information about you will be subject to the policies applicable on those websites.

Children or Minors

CU does not knowingly collect personal information from children or minors as defined by the Children's Online Privacy Protection Act (COPPA) on this website

Additional Rights You May Have Regarding Your Data

Applicable regional laws may give you additional rights to request access to, or to request the erasure, correction, or transfer of your data. If these laws apply to your data then you may ask to see your data or request, to the extent allowed by law, to have your data corrected or erased. You may also object to or request restrictions on how your data will be processed. You may ask that your data be forwarded or transferred to another organization. Finally, to the extent allowed by law, you may withdraw consent you have given to certain data processing, without penalty. If you do decide to withdraw consent at a later date, your withdrawal will not affect the legality of the processing of your data up to that point.

SCOPE

This privacy policy applies to all visitors, students, alumni, faculty, and staff who use the University website. This policy pertains to all information collected by or submitted to official Campbellsville University websites, including any and all domains owned and managed by the University, which are classified and identified as the official web pages of University schools, departments, and other divisions and entities.

PURPOSE

Campbellsville University is committed to protecting your privacy when you visit our websites. This privacy policy outlines how we collect information when you visit one of our sites, how we use that information, how the visitor can opt out of the use of non-personal information provided by your browser. Our privacy and public records responsibilities, requirement, and obligations are administered exclusively by applicable Kentucky statutes and by any applicable U.S. federal laws.

CHANGES TO THIS POLICY

The University reserves the right to append or otherwise modify its Privacy Policy at any time. We expect any such changes to be minor, and notification of any changes will be made on this page. You should check back at this site periodically to obtain a current copy of this Privacy Policy. We urge you to review this Privacy Policy frequently to obtain the current version. Your continued provision of personal information or use of our services following any changes to this Privacy Policy constitutes your acceptance of such changes if we intend to use information that personally identifies you.

Questions

If you have questions about the collection or use of information you should contact CU organizational area to which you provided your information. If your privacy related questions or concerns are not addressed after contacting CU organizational area to which you provided data, then you may also contact: dataprivacy@campbellsville.edu