



# POLICY AND PROCEDURE

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<b>TITLE:</b>	<b>Goodwin University Website Privacy Statement</b>
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## **POLICY STATEMENT:**

In accordance with industry best practices, Goodwin University makes our Privacy Statement accessible to visitors to [www.goodwin.edu](http://www.goodwin.edu) through a link in the footer of our webpages. The Privacy Statement reads as follows:

### **Goodwin University Privacy Statement**

We respect the privacy of all visitors to our website. Through the course of operations, we collect information about visitors through multiple methods and for a number of reason.

#### **Anonymous Information**

Anonymous information concerning the browsing habits of our visitors is collected to inform future design decisions that enhance the user experience. This anonymous user information is collected through third-party vendors, including Google, that specialize in website analytics.

#### **Personal Information**

Any personal or contact information voluntarily shared by users through online forms is protected through internal processes and is never sold to third parties. During regular operations, we do store some contact information in third-party service providers that we use regularly for communications purposes.

#### **Links**

Our website contains links to other websites. Please note that when you follow these links, you are entering another website and our privacy policy is no longer in effect. We encourage you to read the privacy statements of these linked sites.

#### **Cookies**

We track our website traffic through the Google Analytics platform. We, and third-party vendors including Google, use cookies stored on your computer to report how interactions with advertising and advertising services are related to our website traffic. You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads by modifying your [Ads Settings](#).

#### **Online Behavioral Advertising**

We may work with third party ad networks/platforms to display advertising on our site or to manage our advertising on other websites. These third party networks and platforms use cookies and other internet technologies to collect information about your activities on our site and other websites to provide you targeted advertising based upon your interests. Some ads are targeted to your interests and preferences based on your browsing history, which is stored in a cookie on your computer. Your browsing history may be tracked in these cookies even if ads are not being displayed. To help us control the third parties on our site and also to comply with a cross-industry Self-Regulatory Program for Online Behavioral Advertising managed by the Digital Advertising Alliance (DAA), our online advertisements and sites taking part in Online Behavioral Advertising are delivered with an AdChoices Icon, an industry trust symbol, that helps consumers understand how their data is being used and provides options to consumers who want to exercise control over that activity. By clicking on the AdChoices Icon and following the instructions, you can exercise your privacy preferences. If you opt-out using AdChoices, the third parties you

opted out of on our site should no longer use the information they collect about you in order to serve you interest based advertisements. Please note that this does not opt you out of being served non-interest based advertising and you may continue to receive generic ads.

### Opting Out

Because we respect privacy rights, we allow you to opt out of receiving certain information. If we choose to send marketing communications to you, we will provide you with the ability to decline, or "opt out of", receiving such communications. Please understand that you will not be allowed to opt out of formal notices concerning the operation of our Web site, and legal and other related notices concerning your relationship to us, the web site or web site services.

If you would like to be removed or blocked from Google Analytics for Display Network or from retargeting efforts, there are several options:

1. Users can customize ad settings by using the Ads Preferences Manager.
2. Users can apply the Google Analytics opt-out browser add on located at <https://tools.google.com/dlpage/gaoptout/>.
3. If you would like to opt out of a specific cookie, please visit the Network Advertising Initiative's opt out page <http://www.networkadvertising.org/choices/>.

### Children

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), we will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

### Changes

Our Privacy Statement may change from time to time. We will post any Privacy Statement changes on this page and, if the changes are significant, we may provide a more prominent notice.

### Questions

If you have any questions about this statement, let us know at: [website@goodwin.edu](mailto:website@goodwin.edu)

### PUBLISH POLICY STATEMENT (CLICK ON BOX NEXT TO OPTION-SELECT ALL THAT APPLY):

- |   |   |
|---|---|
| <input type="checkbox"/> UNIVERSITY CATALOG | <input type="checkbox"/> STAFF HANDBOOK   |
| <input type="checkbox"/> FACULTY HANDBOOK   | <input type="checkbox"/> STUDENT HANDBOOK |

### DEFINITIONS:

NA

### EXCLUSIONS:

NA

### OFFICES DIRECTLY AFFECTED BY THE POLICY:

Marketing and Communications Admissions

### HISTORY:

Reviewed and amended: September 20, 2019; Reviewed and amended: November 27, 2017; Approved: March 31, 2014; Created: March 19, 2014. Reviewed Fall 2019. Updated with new logo / university January 2020.

<b>EFFECTIVE DATE:</b>	April 1, 2014
<b>RESPONSIBLE OFFICE (ONLY ONE):</b>	Marketing and Communications
<b>REVIEW DATE:</b>	Annually

**APPENDIX:**  
NA