



# GOODWIN COLLEGE POLICY

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**TITLE:**

**Goodwin College Website Privacy Statement**

## **INTRODUCTION STATEMENT:**

It is considered a best practice to disclose to website visitors details about the collection and use of data about them in the form of a Privacy Statement.

## **POLICY STATEMENT:**

Goodwin College should make our Privacy Statement accessible to visitors to [www.goodwin.edu](http://www.goodwin.edu) through a link at the bottom of the webpage.

The Privacy Statement to be posted should read as follows:

### **Goodwin College 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 reasons.

#### **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 Please note that when you follow these links, you are entering another website and our privacy policy is no longer in effect.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](#).

#### **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).

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

- COLLEGE CATALOG
- FACULTY HANDBOOK
- STUDENT HANDBOOK

**EXCLUSIONS:**

None

**DEFINITIONS:**

None

**CONTACTS:**

Director of Marketing and Communications  
Digital Design and Content Coordinator

**HISTORY:**

Approved: March 31, 2014

Created: March 19, 2014

Reviewed and amended: April 14, 2016

<b>EFFECTIVE DATE:</b>	April 1, 2014
<b>RESPONSIBLE OFFICE:</b>	Marketing and Communications
<b>REVIEW DATE:</b>	Annually (Jan-March).

**APPENDIX:**

Include any supporting documentation that would be of use for the interpretation and future evaluation and revision of the policy. Examples include: meeting minutes documenting open forum discussion (arguments for and against, resulting vote), timetables, text of applicable external regulation, etc.