



# GOODWIN COLLEGE

## POLICY AND PROCEDURE

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**TITLE:** Goodwin College Website Privacy Statement

**POLICY 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.

**PROCEDURE DETAILS:**

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 Please note that when you follow these links, you are entering another website and our privacy policy is no longer in effect.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

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

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

**DEFINITIONS:**

NA

**EXCLUSIONS:**

None

**OFFICES DIRECTLY AFFECTED BY THE POLICY:**

Marketing and Communications

Admissions

**HISTORY:**

Approved: March 31, 2014

Created: March 19, 2014

Reviewed and amended: November 27, 2017

**EFFECTIVE** April 1, 2014

**DATE:**

**RESPONSIBLE** Marketing and Communications

**OFFICE**

**(ONLY ONE):**

**REVIEW DATE:** Annually (Jan-March).

**APPENDIX:**