

## **3359-11-10.7 Privacy Policy.**

### **(A) Introduction and statement of purpose.**

The university of Akron is committed to protecting the privacy of personal information regarding its students, employees, and individuals associated with the university and obtaining technology that will provide powerful and safe online experiences. This statement of privacy applies to university of Akron web sites and governs data collection and usage. By using university of Akron websites, individuals are deemed to consent to the data practices described in this statement.

### **(B) Collection of Personal Information.**

The university of Akron, for its use as a state of Ohio educational institution and in association with others as legally permissible, collects personally identifiable information, such as e-mail address, name, home or work address, telephone number, and credit card data. The university of Akron may also, from time to time, collect anonymous demographic information, which is not unique to individuals, such as zip code, age, gender, preferences, interests and favorites.

In many situations, the university automatically collects information about computer hardware and software. This information can include: an IP address, browser type, domain names, access times and referring web site addresses. This information is used by the university of Akron for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the university of Akron web site.

Direct disclosure of unencrypted personally identifiable information or personally sensitive data through university of Akron public message boards or non-secured servers should be avoided since this information could potentially be collected and used by unauthorized persons.

While the university of Akron does not read private online communications, users should understand that their messages and postings may be a public record under Ohio law and subject to discovery in an investigation or an administrative or trial proceeding.

The university of Akron encourages users to review the privacy statements of web sites they choose to link to from the university of Akron in order that they may better seek to understand how those web sites collect, use and share personal

and other information. The university of Akron is not responsible for the privacy statements or other content on web sites outside of the university of Akron.

(C) Use of Personal Information.

The university of Akron collects and uses select personal information to operate the university's web sites and deliver many desired and requested services. The university of Akron also uses personally identifiable information to inform users of other products or services available from the university of Akron and others with whom it is affiliated or contracts. The university of Akron may also contact user via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

The university of Akron may, from time to time, contact users on behalf of external business partners about a particular offering that may be of interest to users. In those situations, unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, the university of Akron may share data with trusted partners to help us perform statistical analysis, send email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using personal information except to provide these services to the university of Akron, and they are required to maintain the confidentiality of your information.

Except as otherwise required by law (for example whenever a valid subpoena is issued to the university), the university of Akron does not use or disclose sensitive protected data, without consent of the individual.

As a state of Ohio educational institution, the university of Akron is governed by the Ohio Public Records law (Ohio revised code sections 149.43). When requested, the university must release public records to requesting parties.

The university of Akron tracks certain web sites and pages that users visit within the university in order to determine what services are useful and popular. This data is used to deliver customized content and promotion within the university of Akron.

The university of Akron web sites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the university of Akron or the site; (b) protect and defend the rights or property of the university of Akron; and, (c) act under exigent circumstances to protect the personal safety of users of the university of Akron, or the public.

(D) Use of Cookies.

The university of Akron web site uses "cookies" to help users personalize their online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to user's computers. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that a certain user returned to a specific page. For example, if someone personalizes the university of Akron pages, or registers with the university of Akron site or services, a cookie helps the university of Akron to recall specific user information on subsequent visits. This simplifies the process of recording user information, such as billing addresses. When the user returns to the same university web site, the information that user previously provided can be retrieved, so the user can easily use the university of Akron features that the user customized.

Users have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but users can usually modify their browser setting to decline cookies if preferred. If a user chooses to decline cookies, they may not be able to fully experience the interactive features of the University of Akron services or web sites visited.

(E) Security of Personal Information.

The university of Akron provides for securing your personal information from unauthorized access, use or disclosure. The University of Akron provides for the securing of personally identifiable information that you provide to the University on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

(F) Changes to this Statement.

The university of Akron will occasionally update this statement of privacy to reflect organizational and appropriate feedback. The university of Akron encourages its students, employees, and individuals associated with the university to periodically review this statement to be informed of how the university of Akron is striving to protect your information.

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Certification:

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Ted A. Mallo  
Secretary  
Board of Trustees

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