

Website Privacy Policy

This privacy policy governs your use of Salem State websites (“Sites”) and mobile applications (“Mobile Apps”), created or used by Salem State University.

This document informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of our Sites and Mobile Apps.

What We Collect

Salem State may collect two kinds of information on its Sites and Mobile Apps:

1) User-Provided Information

This is information you voluntarily supply when you visit the Sites and Mobile Apps, such as when you:

- Register an account;
- Fill out a form to request information;
- Apply for admissions or request services;
- “Opt-in” for participation in a service;
- Complete a survey;
- Engage with other site features.

2) Automatically Collected Information

This is non-personal information that is collected automatically as you navigate the Sites and Mobile Apps, such as:

- The name of the domain and host from which you access the Web;
- Your username if it was used to login to the website or application;
- The geographic location of your point of connectivity;
- The Internet Protocol (“IP”) address of the computer you are using;
- The browser used and the operating system you are using;
- The date and time you access the site;
- Visitor-specific information such as the pages accessed/visited, the order in which they were visited, the time spent on those pages, the hyperlinks employed, and the Internet address of the website linked directly to this site.

In addition, we may use third-party services such as website analytics that collect, monitor, and analyze this information. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand online activity.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your computer's hard drive to facilitate your future access to websites or to enhance data analytics.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of websites.

We may use "retargeting" services to target Salem State University ads to you when you visit other sites, based on your prior use of our Sites.

We are the sole owner of the information collected on our Sites and Mobile Apps and we will not sell or rent this information to third parties, unless specifically disclosed.

Location Information

When you use any mapping features of a mobile app or website, we may use GPS technology (or other similar technology) to determine your current location and display a location map. This provides real-time location data when using the application or website but this data is not stored.

If you do not want us to use your location for the purposes set forth above, you should turn off the location services for the website or application, however location-based mapping features will be unavailable for use.

What We Do with the Information We Gather

We use this information to understand your needs and analyze the services we provide to you. In particular, for the following reasons:

- To answer a question you have asked;
- To provide you with the information or service you have requested;
- For internal record keeping; and
- To improve our services, including performance and functionality of the websites;
- To periodically send promotional information about University programs, events, or other information we think you may find interesting, based upon information or usage data you have provided.

Reasons We May Disclose the Information We Gather

We do not disclose confidential information we collect online to individuals or entities not affiliated with Salem State, except in the limited circumstances described below.

- We may disclose confidential information pursuant to Salem State policies, applicable collective bargaining agreements, and/or state or federal law, including, but not limited to, the Family Educational Rights and Privacy Act ("FERPA") and the Massachusetts Public Records Law.
- We may be required to disclose confidential information pursuant to a valid court order or lawfully issued subpoena, search warrant, or other legal process.
- We may disclose confidential information to law enforcement if we believe that disclosure is necessary to protect the University, to protect the health or safety of

individuals, or if law enforcement believes that our resources have been used in the commission of a crime.

- We may disclose confidential information to third parties and University vendors to perform services for you or to meet institutional needs.

Note: The above-listed examples are not an exhaustive list.

Security

We are concerned about safeguarding the confidentiality of your information, including the information we collect online. We do not allow any non-Salem State entity to collect information from our network unless those entities obtain written permission from us. We have put in place industry-standard physical, electronic, and procedural safeguards to protect the information we process and maintain.

Links to Other Websites and Mobile Apps

Salem State's Sites and Mobile Apps may contain links to third-party websites of interest. However, once you use these links and leave the Salem State Sites/Mobile Apps, you should note that we do not have control over other third-party websites. Salem State is not responsible for the protection and privacy of any information that you provide while visiting third-party websites and this privacy policy does not govern such sites. You should exercise caution and look at the privacy statement applicable to the third-party websites in question.

Online Surveys and Forms

Salem State employs the use of online surveys and forms on some of the University's Sites and Mobile Apps. It is University policy that confidential information gathered in this manner is used only for the purposes indicated. Unless otherwise noted, your answers are confidential and individual responses will not be shared with other parties. Non-identifiable aggregate data may be shared for research and statistical purposes.

Policy Changes

This Privacy Policy may be updated from time to time for any reason. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes.

Your Consent

By using our Sites or Mobile Apps, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us.

Controlling Your Personal Information

If you have any questions regarding privacy while using our Sites or Mobile Apps, or have questions about our practices, please call the IT helpdesk and submit your request via a service

ticket. They will route the request to the most appropriate department or person to answer the question.