

CREIGHTON UNIVERSITY

Web Privacy Policy

Creighton University (the “University”) considers the privacy of its web visitors a priority. To that end, the University has adopted the following policy (the “Web Privacy Policy”) to articulate the terms and conditions of the collection, use, and dissemination of any information the University may receive from the users of Creighton.edu and pages within Creighton.edu (the “Website”). Creighton University reserves the right to modify this privacy policy at any time. We encourage visitors to frequently check this page for any changes to this Web Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

Section 1: Privacy Statement

Creighton University is required by state and federal laws to keep certain information confidential. Privacy and confidentiality are balanced with the need for the University to manage and maintain its networks, keep all members of our community safe, and provide the services requested by our students and their families. Therefore, to comply with the law and perform transactions requested by authorized users of the Website, University officials may have direct access to personally identifiable information as identified in this Web Privacy Policy.

Section 2: Kinds of Information Collected

INFORMATION GATHERED AUTOMATICALLY

When you visit the Website, the University may collect and store digital information sent by your web browser, such as IP addresses (i.e., the internet address of your computer or device), geolocation, the web browser used for the connection, the device operating system, unique device identifiers, and other digital property, such as pages visited, length of visit, and terms searched. The University does not link IP addresses or cookies to any personally identifiable information such as individual names.

To protect the University’s electronic assets, the University routinely monitors its network for signs of malicious activity. While the University may investigate malicious activity, the University does not store personally identifiable information related to the normal use of its network.

Section 3: Cookies

Creighton, our partners, and users of our services deploy cookies, the following few sections describe what are cookies, how they are used and your options for controlling cookies.

WHAT ARE COOKIES?

Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to “remember” you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (using a “persistent cookie”). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as “first party cookies”), or by third parties, such as those who serve content or provide advertising or analytics services on the website (“third party cookies”). Websites may also contain other tracking technologies such as “pixels.” These are typically small transparent images that provide Creighton with statistics, for similar purposes as cookies. They are often used in conjunction with cookies, though they are not stored on your computer in the same way. As a result, if you disable cookies, pixels may still load, but their functionality will be restricted.

HOW WE USE COOKIES

Creighton uses cookies for a number of different purposes. Some cookies are necessary for technical reasons; some enable a personalized experience for both visitors and registered users; and some allow the display of advertising from selected third party networks. Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action (clicking the “like” or “follow” button on a post, for example). For more information on the choices you have about the cookies we use, please see the Controlling Cookies section below.

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Web Privacy Policy *(continued)*

TYPES OF COOKIES

- **Strictly necessary cookies**—These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. For example, authentication and security cookies are used to identify and recognize registered users and to enable them to gain access to requested content or features. Without these cookies, services you have asked for cannot be provided.
- **Functionality cookies**—These cookies allow our websites to remember the choices you make and your account preferences and to provide enhanced, more personal features. For example, these cookies will remember your log-in details.
- **Performance cookies**—These are analytics and research cookies that allow us to collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. This helps us to improve the way the website works and allows us to test different ideas on the site.
- **Security cookies**—We use these cookies to help identify and prevent potential security risks.
- **Advertising cookies**—These cookies are used to display relevant advertising to visitors who use our services or visit websites we host or provide, as well as to understand and report on the efficacy of ads service by our partners. They track details such as the number of unique visitors. They are also used to build user profiles, including showing you ads based on products you've viewed or acts you have taken on our (and other) websites.
- **Third party cookies**—Sites hosted on Creighton.edu make use of different third party applications and services to enhance the experience of website visitors. These include social media platforms such as Facebook and Twitter (through the use of sharing buttons), or embedded content from Youtube and Vimeo. As a result, cookies may be set by these third parties, and used by them to track your online activity. We have no direct control over the information that is collected by these cookies.

CONTROLLING COOKIES

Visitors may wish to restrict the use of cookies or completely prevent them from being set. Most browsers provide for ways to control cookie behavior such as the length of time they are stored – either through built-in functionality or by utilizing third-party plugins. If you disable cookies, please be aware that some of the features of our service may not function correctly. To find out more about how to manage and delete cookies, visit aboutcookies.org. For more details on your choices regarding the use of your web browsing activity for interest-based advertising visit youronlinechoices.eu (EU based) or optout.aboutads.info (US-based). On a mobile device, you may also be able to adjust your settings to limit ad tracking. You can opt out of Google Analytics by installing Google's opt-out browser add-on.

CONSENT FOR ADVERTISING COOKIES ON OUR SITES

You may see a “cookie banner” on our websites. We do not set, or allow our ad partners to set, cookies that are used to show you targeted ads before you click to accept. When you consent in this manner, we and our advertising partners may set advertising cookies on our websites. A revoke button to review the consent window is shown after a level of consent is selected.

GOOGLE ANALYTICS

The University uses Google Analytics, which is a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses persistent cookies to analyze how users use a site. The information generated by the cookie about your use of a Site (including your IP address) will be transmitted to and stored by Google. Google will use this information to evaluate your use of the Site, compiling reports on Site activity for the University, and providing other services related to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where the third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

By using the Website, you consent to Google processing of data about you in the manner and for the purposes set out above. Please visit the following pages for more information about [Google Analytics Terms of Service](#) and [Google's Privacy Practices](#).

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Section 4: Information you provide

The University does not collect personally identifiable information about you when you visit the Website unless you voluntarily provide us with that information. The University may request personally identifiable information from you if, for example, you ask a question, request to be contacted, request information for a particular program or activity, sign up for a mailing list, request access to a protected portion of a Site or make a payment. Any information you voluntarily provide may be retained by the University as needed to fulfill the business functions of the University, including Website maintenance, and as needed to comply with applicable law and accreditation standards.

Section 5: Information Security

Creighton University is committed to ensuring that your information is secure. To protect the privacy of your data and others, we have taken important environmental, electronic, and managerial steps to safeguard and secure the information.

Section 6: Alternatives to Web Site Transactions

Creighton web sites provide access to information and services for constituents that may not have a formal relationship with the University as a student or employee. If you are neither a student nor employee and prefer not to provide any information online, we invite you to cancel the transaction and contact the administrative unit responsible for the service to conduct the business in person, by mail or by telephone.

Section 7: GoCreighton.com

GoCreighton.com, the official website of CreightonAthletics, is hosted externally from Creighton. Be advised that a separate privacy policy currently governs end-user visits and participation.

Section 8: Consent

By using this Website, you agree to all of the terms of this Web Privacy Policy. If you do not agree with any term of this Web Privacy Policy or our Terms and Conditions of Use, please do not submit any Personally Identifiable Information. You may withdraw your consent to the processing of your personally identifiable information by contacting privacy@creighton.edu. The University will destroy your personally identifiable information except as needed to comply with applicable laws, regulations, and accreditation standards, or as needed to maintain the business functions of the university. Please note, if you do not allow the University to process your personally identifiable information, it will not be possible for you to obtain services or participate in programs or activities at the University.

Section 9: Questions

Questions about this Policy should be directed to infosec@creighton.edu.