

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 is 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, in order 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.

In order 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 normal use of its network.

In addition, the University uses cookies, which are text files placed on your device to evaluate usage patterns, so that the University can improve both content and distribution. The information can also be used to establish continuity between requests, to personalize a site to your preferences, to

authenticate your log-in, to analyze web traffic, to monitor and ensure the security of the network, and to help diagnose problems with the University's servers. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, if you do this, you may not be able to use the full functionality of the Sites.

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 for the purpose of evaluating 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.

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 3. 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 4. Alternative 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 5. GoCreighton.com

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

Section 6. Consent

By using this Website, you agree to all of the terms of this Privacy Policy and this Website's Terms and Conditions of Use. If you do not agree with any term of this 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 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 7. Questions

Questions about this Policy should be directed to General Counsel's Office, privacy@creighton.edu.