

## **Web Privacy Policy**

Accommodations for individuals with disabilities in accessing these policies are available upon request by emailing [accessiblepolicy@wcupa.edu](mailto:accessiblepolicy@wcupa.edu)

### **Purpose and Scope**

The West Chester University's official [public facing website](#) including websites maintained by the divisions and departments of the university regularly deploy analytics in order to improve the experience of visitors to the sites. The Web Privacy Policy addresses how West Chester University (WCU) tracks and makes use of personally identifiable information.

This policy applies to the primary public website and all pages maintained by University Communications and Marketing.

### **Policy Statement**

The WCU public facing website makes use of Google Analytics to help analyze how visitors use the site. The WCU public facing website does not and does not allow any third party to use Google Analytics to collect or track any personally identifiable information about visitors to our site. WCU does not associate any data gathered from the site with any personally identifying information from any source as part of our use of Google Analytics. Google Analytics does not associate a user's IP address with any other data held by Google. Neither West Chester University nor Google will link, or seek to link, an IP address with the identity of a computer user through the use of Google Analytics.

### **Definitions**

Cookies – a small text file created by a website that stores information on a user's computing device. Cookies are usually thought of as 'first-party' and 'third -party' where the former is

created by the site you are actively visiting (wcupa.edu) and the latter is created by another site (google.com) but introduced via the first-party.

Users can accept or decline cookies by modifying the settings in their browser. Blocking cookies might prevent users from accomplishing certain tasks on a website such as preserving site preferences, logging into a service, etc.

IP Address – An Internet Protocol address (IP address) is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication.

Google Analytics - A third-party analytical tool that uses cookies, which are text files placed on the user's computer, to collect standard Internet log and visitor behavior information in an anonymous manner. The information generated by the cookie about a visitor's use of the website (including IP address) is transmitted to Google. This information is then used to evaluate how visitors use the website and to compile statistical reports on website activity.

Website – a group of World Wide Web (WWW) pages usually containing hyperlinks to each other and made available online.

## **Policy Framework**

**Targeted Advertising** – West Chester University uses cookies placed on the user's computer by us or third parties to track how you use the site to target ads to you on other websites. If you would like to

opt out of targeted advertising from West Chester University, you can do so at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)

**Online Forms** – Information entered into online forms on the WCU public facing website (typically directory-type information such as name, address, phone number, etc.) may be delivered to its recipients by email. Visitors should be aware that email is not a secure form of communication. If you do not feel comfortable with sending information via email, please feel free to contact the appropriate office by postal mail or by phone. Contact information is provided in the right-hand column of every page on the public-facing website.

**Online/Mobile Directory** - West Chester University's online/mobile directory and people search provide campus directory information (name, email address, phone number, etc.) for only employees and those individuals that have requested their directory information be published in the online directory. At the employee's request, directory listings and/or specific address information may be changed or suppressed from the online directories. Employees may change their information by contacting the Information Services & Technology Help Desk.

The directory is provided for those involved with West Chester University and for others who have a specific interest in reaching individuals on campus. Information obtained from these online directories may not be used to provide addresses for outside mailings to West Chester University faculty or staff. Any solicitation of business, information, contributions or other response from

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individuals listed in the directories by mail, telephone, email, or other means is forbidden.

**Online Payments** – West Chester University contracts with third party vendors to provide electronic payment options for various processes, such as paying the application fee or fulfilling semester tuition and fee payments. Each of these vendors is likewise obligated to protect the privacy of individuals and ensure the highest level of security. Users are encouraged to read the privacy statements for the particular site(s) that allow online payments.

### Procedures

University Communications and Marketing Web Team maintains the public facing website in consultation with campus departments and Public Relations. The team also manages the Google Analytics service.

**Exemptions from This Policy** – All exemptions to this policy must be approved by the Assistant Vice-President for Communications and Marketing in consultation with the AVP of Information Services & Technology.

### References

Questions regarding the privacy of the data collected on the public websites and services can be directed to [privacy@wcupa.edu](mailto:privacy@wcupa.edu) or the IS&T Help Desk (<https://www.wcupa.edu/HelpDesk>)

General Information about cookies is available via Wikipedia.

- [https://en.wikipedia.org/wiki/HTTP\\_cookie](https://en.wikipedia.org/wiki/HTTP_cookie)

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**Reviewed by:** University Communications and Marketing, Information Security, Vice President for University Affairs & Chief of Staff

**Policy Owner:** Daniel Swift, Director of Web Communications

**Approved by:**



John Villella, Ed.D.

Vice President for University Affairs & Chief of Staff

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