



Policy Title:	Website Privacy Policy
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Policy Management Area:	Information Technology Services

SUMMARY:

Coastal Carolina University (the University) strives to provide useful information to its website visitors: prospective and current students and their families, faculty and staff, and the public. The University is committed to respecting and employing reasonable security measures to protect visitors' online privacy when using the University website and its pages within the coastal.edu domain (collectively, CCU website), unless otherwise indicated on a specific website. It is important to keep in mind that no transmission of data over the internet can be guaranteed to be completely secure, and visitors should exercise extra caution.

POLICY:

I. WEB PRIVACY EXPECTATIONS

This document has been developed to inform CCU website visitors about what information is collected via the CCU website, who may receive that information, and what the University may do with that information.

A. Information Collected

Coastal Carolina University gathers two general types of information through the CCU website:

1. Voluntary Information

A visitor to the CCU website may choose to provide the University with personal information through online forms. These forms are used for purposes such as, but not limited to, applying to the University, requesting information from the University, registering for an event, joining a student organization, or using online applications or services.

2. Automatic Information

a. The University web servers generate temporary logs that may contain the following information:

- i. User device IP (Internet) address.
- ii. User device browser and version.

- iii. Webpages requested and referred.
- iv. Date, time, and duration of page visits.
- b. This information is used in the aggregate to monitor the integrity, security, efficiency, and function of the CCU website; to track page views or tailor content to better serve the needs of the web visitors; and provide general information about user groups.
- c. Cookies and Google Analytics
 - i. The University uses cookies and similar technology for session persistence only. The CCU website applies Google Analytics, which utilizes cookies to collect anonymous information in order to identify usage trends and improve the performance and content of the CCU Website. General information about cookies and how they work is available at www.allaboutcookies.org.
 - ii. The University does not use Google Analytics to collect or store visitors' personal information, and it cannot be used to identify a specific visitor.
 - iii. **Visitors can decline cookies by adjusting their browser settings, but some features of the websites may not function.**
 - iv. **Visitors can use the Google Analytics opt-out or browser add-on to disable tracking by Google Analytics.**

B. Access to/Sharing of Information

1. The University does not actively share personal information submitted voluntarily or gathered automatically from the CCU website. However, because Coastal Carolina University is a public institution, some information collected through the CCU website may be subject to release through the S.C. Freedom of Information Act. This may include summary server log information, email messages sent to websites, or directory information collected from web-based forms or available on the CCU website. In addition, the public records law allows commercial users to purchase public record information, such as non-confidential lists of students and employees.
2. The University complies with the Family Educational Rights and Privacy Act (FERPA), a federal law designed to protect students' privacy and to provide them access to their education records. Under FERPA, "education records" include all records, in all tangible formats (print, electronic, visual, etc.), that are directly related to currently or formerly enrolled students and are maintained by an academic institution. Per FERPA, the University has designated the following items as directory information: a student's name; mailing addresses (local, permanent, electronic); telephone numbers; photograph; electronic image; semester/s of attendance; enrollment status (full- or part-time); date of admission; date of graduation; college; major and minor fields of study; whether or not currently enrolled; classification (freshman, etc.); type of degree being pursued; degrees, honors, and awards received (including scholarships and fellowships); the most recent educational institution attended; weight and height of members of athletic teams; and whether the student has participated in officially recognized activities and sports sponsored by the University.

The University may disclose any of these items without prior written consent unless the student has submitted a written request to the Office of the Registrar not to release directory information pertaining to them. This request must be made at the time of registration but no later than 14 days after the beginning of the term.

The University may publish a Student Directory annually. Students who do not wish to have information printed in the Student Directory should complete a Student Directory Privacy Request Form, available in the Office of the Registrar. Student Directory Privacy Request Forms must be completed no later than 14 days after the beginning of the term. **Residents of the European Economic Area (EEA) should reference section IV to address their rights under the General Data Protection Regulation (GDPR).**

3. The University does not release any personal information about an individual except to comply with AN applicable law or legal process, or to protect the personal safety of the University community or the general public.
4. Only select University-authorized individuals have access to the personal information provided by the University's constituent groups on the CCU website.
5. The University will not sell any personal information to third parties for their use in direct marketing, advertising, or promotion of their products or services.
6. External authorized individuals or companies under contract with the University may share personal information in order to provide services to the University and serve the needs of its visitors. Contracted entities may not use or re-disclose University information for unauthorized purposes.

C. External Links/Content/Pages

Some pages of the CCU website may contain links to external websites or personal pages. This privacy statement pertains only to the CCU website. The University is not responsible for the privacy policies and content or claims made in such places. Visitors are strongly encouraged to review the privacy policies of these sites.

D. Online Surveys

Coastal Carolina University conducts online surveys for institutional or academic research purposes on the CCU website. Unless noted on the survey document, personal information disclosed in online surveys is used only for purposes indicated on the survey. Aggregate data from the surveys may be shared with authorized University and external partners.

E. Public Forums

The University supports forums such as message boards and blogs. Information disclosed through these vehicles becomes public information, and users should use caution when disclosing confidential information in such places.

F. Academic Forums

Academic chat sessions and discussion forums, such as those in Moodle, are educational in nature and are protected from disclosure by FERPA.

F. Required Link

Each page of the CCU website must contain a link at the bottom of the page titled "Website Privacy Policy" that provides a link to this policy.

II. WEB DISCLAIMER

Coastal Carolina University strives to provide useful information to its website visitors: prospective and current students and their families, faculty and staff, and the public. The University is committed to respecting and employing reasonable security measures to protect visitors' online privacy when using the University websites within the coastal.edu domain (collectively, CCU website), unless otherwise indicated on a specific CCU website.

A. Content

Though the University strives to provide an accurate and current website, it does not guarantee that all content is complete, current, and accurate. Many pages of the CCU website are created and updated by various departments; thus, the University does not review, edit, approve, or endorse all pages or documents accessible from the website.

B. Non-binding

The information provided on the CCU website does not constitute a legal contract between the University and any person or entity, unless otherwise specified.

III. WEB SECURITY/INFORMATION PROTECTION

A. The University maintains secure data networks protected by firewalls and secure logins as well as other measures such as encryption and access control. Although every reasonable effort is made to secure network communications, given the nature of the internet, the University cannot guarantee the privacy of all online communications or transmissions.

B. Individuals using the University's online services should take steps to protect personal information, such as logging out and closing the web browser when finished using the site to avoid leaving history and cache files on the machine that others can abuse. Failure to do so may result in personal information being viewed by someone else using the same computer. Individuals should also be vigilant of phishing and spam as well as of using public Wi-Fi and networks.

C. All credit card transactions through the CCU website are strongly encrypted. Confidential information entered for a transaction is not used by the University for any other purpose, unless otherwise indicated on the respective website. The University contracts with external entities for specific web services related to financial transactions. In these cases, users are redirected to an external site; privacy and security are governed by the policies of those services and are documented by those sites.

D. Only select University-authorized individuals have access to the personal information provided by the University's constituent groups.

E. University computers and equipment are subject to examination by University-authorized individuals to detect illegal software and to evaluate the security of the network. Personal

computers connected to the University's network are also subject to the University's acceptable use policies.

IV. DATA PROTECTION RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)

Residents of the European Economic Area (EEA) have the data protection rights to:

- A. Access, correct, update, or request deletion of their personal information.
- B. Object to the processing of their personal information, or restrict the processing of their personal information, or request portability of their personal information.
- C. Opt-out of select communications sent by the University at any time. To exercise this right, click on the "unsubscribe" link, if available, in the email; otherwise, opt-out requests can be made by email to dpo@coastal.edu.
- D. Withdraw consent-based processing of their personal information. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
- E. To exercise any of these rights, please contact the University's Data Protection Officer at dpo@coastal.edu.