

Marywood University

Policies and Procedures

California Privacy Notice Policy

Policy Statement:

Privacy Notice - California Residents

This Privacy Notice for California Residents (“Notice”) supplements the information contained in the Website Privacy Policy (found [here](#)) of Marywood University (“Marywood”), and applies solely to faculty, students, visitors, users and others who reside in the State of California (“visitors”). This Notice sets out how Marywood handles any personal information visitors may provide through the use of the [Marywood.edu](#) website, including the Marywood Alumni Portal at [alumni2.marywood.edu](#) and any other online services available on or through the marywood.edu domain name (“Site”), whenever visitors interact with Marywood through social media, by phone, in writing, in person or through any other interactions with Marywood (collectively with the Site, the “Services”). This Notice is provided as required by the California Consumer Privacy Act of 2018 (“CCPA”) and other applicable California privacy laws.

This Notice explains how Marywood collects, uses, shares and stores personal information and other data when visitors use the Services, and how visitors can exercise certain rights they have in connection with their privacy and personal information. Any personal information that Marywood collects will be treated as set forth in this Notice.

This Notice is effective as of: December 15, 2020.

- Scope of this Notice
- Changes to this Notice
- Information Marywood May Collect
- How Marywood Gathers Information
- How Marywood Uses Information
- Processing by Service Providers
- Rights and Choices
- Securing Personal Information
- Children’s Privacy
- Contact Information

Scope of this Notice

This Notice covers only the Services identified above and is only applicable to residents of California. This Notice does not apply to visitors, users and others who provide information through the Services but do not reside in California, and this Notice does not apply to information which visitors may send Marywood by other means. Other websites, locations, products or services, whether online or offline, may have their own specific privacy policies or notices which apply instead of this Notice, and visitors should consult those accordingly.

The Site may contain links to external websites and other online locations, including those embedded in third-party advertisements or sponsor information, that are not controlled by Marywood. Marywood is not responsible for the privacy practices and data collection policies for any third-party services. Visitors should consult the privacy policies or notices of those third-party services for details about how they handle personal information.

Changes to this Notice

Marywood reserves the right to make changes to this Notice at any time. Since this Notice may change over time as Marywood modifies or expands its Services, visitors should check back from time to time to understand how Marywood treats information it collects. This Notice's effective date will always be set forth at the beginning and end of the Notice. Any changes will be immediately incorporated into this Notice, and will be prospective only. Marywood will not make any changes that have retroactive effect unless legally required to do so.

Any change to this Notice is effective immediately. Any continued use of the Services after

To access parts of the Services, visitors may need to provide Marywood with **account information**, such as a username and password. In some instances, an email address also may be considered account information if it is used to log in to an account.

If visitors submit an employment or student application, Marywood may collect **employment information** including, but not limited to, employment history.

For certain Services, Marywood may request that visitors furnish Personal Information including **payment information**, such as a credit or debit card number, bank account number or other financial or payment account information.

Any **education information** Marywood collects that is reasonably capable of identifying an individual and that is private and confidential or not otherwise publicly available is governed by Marywood's Family Educational Rights and Privacy Policy (based on FERPA – available at <http://www.marywood.edu/registrar/ferpa.html>) and applicable federal and st-/8 (o)-9.5 su1

- respond to questions, comments or other messages;
- send Marywood newsletters or other updates with information or advertising relating to the Services;
- process payment information related to visitors' use of the Services or purchase of any Marywood products;
- perform evaluations and surveys regarding visitor experiences with the Services;
- conduct research so Marywood can improve how it communicates the benefits of Marywood's Services;
- contact visitors if there are issues with information or content they provided through the Services;
- provide ongoing technical support related to the Site and other Services;
- communicate with visitors regarding additional uses of their Personal Information beyond the scope of this list and this Notice;
- deliver products ordered through the Services;
- improve the content and general administration of the Services;
- perform internal operations related to the Services (e.g., fraud prevention);
- troubleshoot software issues and operational problems with the Services;
- conduct data analysis and testing; and/or
- monitor usage of the Services.

Processing by Service Providers

Except as noted herein, Marywood does not share or sell Personal Information it collects with any person or entity outside of Marywood.

The Site and certain other Services may use Google Analytics and Google Tag Manager, which are web analytics services that use cookies to analyze how visitors use online aspects of the Services. The information collected by these cookies about visitors' use of the Services (including any IP address) is transmitted to and stored on a Google server in the United States. Google uses this information to assess how the Site is used and other applicable online Services, providing reports on data such as how often a page is visited, what pages are viewed, and what other websites are visited prior to visiting the Site, for example. Google may transfer this information to third parties, if required by law or if third parties process the information on behalf of Google. View an overview of Google's data privacy practices for Google Analytics at <https://support.google.com/analytics/answer/6004245>. For more information on Google's privacy practices generally, please review Google's privacy policy at <https://policies.google.com/privacy>. To opt-out of being tracked by Google Analytics, visitors may be a (e)-1.5 .2 (p1EMC BT)-2.6 (G)-0.9 21.4 (o)-9fBT0 g.200d and visit Add to the Google Analytics Opt <https:// BTols.google.com/dlpage/gaop BTut>

targeted advertising that Facebook provides by following the instructions at <https://www.facebook.com/settings/?tab=ads>.

Marywood may disclose certain portions of visitors' Personal Information to service providers or third parties as necessary to fulfill the anticipated purposes for which the applicable visitor provided the Personal Information.

Marywood may share any information, including Personal Information, that Marywood receives with vendors and service providers retained as necessary to fulfill the purposes for which visitors provided such information in connection with the Services. For example, Marywood may provide contact information such as name, address, email address or phone number to shipping/mail, marketing and email service providers to send products, newsletters, and other materials visitors order or request. Marywood may provide contact information to market research providers, survey processors and student recruitment services so Marywood can improve and more effectively communicate the benefits of the Services. If visitors request a copy of their transcript, their contact information and education information will be shared with the National Student Clearinghouse to respond to their transcript request. Contact information and payment information also may be shared with banks that receive direct deposit payroll files and other payment processors.

Marywood may share certain device information that is automatically collected whenever visitors use the Site with its provider of web hosting services.

If any customers, employees or members of Marywood's Alumni Association choose to apply for or purchase insurance-related products or services through the Alumni Association's third-party insurance service provider, certain Personal Information will be collected directly by the service provider. Marywood does not collect any insurance-related information through

Marywood cannot respond to requests or provide visitors with Personal Information if Marywood cannot verify the requestor's identity or authority to make the request and confirm the Personal Information relates to the visitor at issue. Making a verifiable consumer request does not require visitors to create an account with Marywood. Marywood will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

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determines that collected information is no longer needed, it will delete such information.

Manual and/or Handbook/Section:

This policy has been entered into the following section(s) of the Policies and Procedures Manual and other applicable handbooks as noted.

Policies and Procedures Manual

(You may select more than one section.)

Board of Trustees Handbook

Yes

No

**MARYWOOD UNIVERSITY
POLICIES AND PROCEDURES**

**Mary Theresa Gardier Paterson, Esquire
Secretary of the University and General Counsel**