

MUSKINGUM UNIVERSITY PRIVACY POLICY

General

The purpose of this Privacy Policy (“Policy”) is to balance Muskingum University’s (“our” “us” or “we”) legitimate business interests in collecting and using personal information provided to us by our students, alumni and friends (collectively, “friends” or “you”) while meeting the reasonable expectations of privacy typically held by our friends that trust us to safeguard their Personal Information (as defined below). The security of Personal Information is very important to us and we are committed to protecting the information we collect. We collect Personal Information only in a manner deemed reasonably necessary to serve our legitimate business purposes and comply with our legal obligations. We use commercially reasonable efforts to make our collection of Personal Information consistent with all applicable laws and regulations. We exercise care in providing secure transmission and storage of information.

We use commercially reasonable efforts to create and maintain firewalls, restricted access and secure socket layers and other appropriate safeguards to ensure that, to the extent we control Personal Information, it is used only as authorized by us and consistent with this Policy and that Personal Information is not improperly altered or destroyed. Our privacy protection practices help us maintain accurate, timely, complete and relevant information for our business purposes. Our communication systems, software and database practices have been designed to aid us in supporting authenticity, integrity and confidentiality.

This Policy is intended to assist you in understanding what information we gather about you when you attend our university or interact with our website and how we use and share that information. It is necessary for us to collect and store Personal Information in connection with the delivery of education and related services and for billing purposes

Personal Information We Collect

For purposes of this Policy, “Personal Information” means personal information provided to us by our friends in connection with our provision of goods and services to our friends. Personal Information includes, but is not limited to, names, mailing addresses, email addresses, payment card information and telephone numbers.

What We Do With Personal Information

From time to time, we may contract with affiliates or third parties (collectively, “Affiliates”) to help us provide products and services to you. Affiliates may assist us with payment processing, monitoring online activity at www.muskingum.edu (“Website”), scheduling classes or other educational services, corresponding with alumni through mail and email, conducting surveys, maintaining our database, administering emails and offering ancillary services. Affiliates may also provide us with aggregate and comparative data on the performance of our Website.

1. Other than as described below, we will not sell, trade or share Personal Information with non-affiliates.
2. We may use Personal Information to suggest goods and services to you that we believe may be of interest you. We may use Personal Information to contact you to inquire or survey about your experiences at Muskingum. We may also create and use aggregate Personal Information that is not personally identifiable to understand more about the common traits and interests of our students, alumni and friends.
3. We may utilize one or more Affiliates to send email or other communications to you on our behalf, including student satisfaction surveys or information about products and services that may be of interest to our students and alumni. These service providers are prohibited from sharing or using your email address or other contact information for any purpose other than to send communications on our behalf.

Communications, Promotions and Opting-Out

It is our intention to only send mail and email communications that would be useful to you and that you want to receive. When you provide us with your email address or mailing address, we will place you on our list of students, alumni and friends that receive informational and promotional emails or mailers from us and our select group of Affiliates.

Each time you receive a promotional mailer, email or other communication from us or one of our Affiliates, the communication will contain instructions on how you may “opt-out” of future communications. In addition, at any time you may “opt-out” from receiving select categories of mail, email and other communications from us or our Affiliates by contacting the Institutional Advancement Office at 740-826-8130.

Cookies

Our Website may utilize “cookie” technology from time to time. “Cookies” are encrypted strings of text that a Website stores on a user’s computer. The Website uses cookies throughout the user’s interaction with our Website to keep together information entered on multiple pages. In addition, cookies are used to:

1. Measure usage of various pages on our Website to help us make our information more pertinent to your needs and easy for you to access; and
2. Provide functionality such as online reservations and other functionality that we believe would be of interest and value to you.

The two (2) types of cookies that we use are referred to as “session” cookies and “persistent” cookies. Session cookies are temporary and are automatically deleted when you leave our Website. Persistent cookies remain on your computer hard drive until you delete them. We do not use cookies to gather any personally identifiable information about you apart from what you voluntarily provide us. Our cookies do not corrupt or damage your computer, programs or computer files. You may set your browser to block cookies (consult the instructions for your particular browser on how to do this), although doing so will adversely affect your ability to perform certain transactions, use certain functionality and access certain content on our Website.

Compliance with Law

We may disclose Personal Information to law enforcement agencies, or may be required to disclose it during the discovery process in litigation, pursuant to a court order or in compliance with any applicable law, regulation, rule or ordinance.

Questions or Comments

Any questions or comments that relate to the Muskingum University Privacy Policy may be directed to us at:

Muskingum University
Office of Institutional Advancement
163 Stormont St.
New Concord, OH 43762
740-826-8130

Copyright and Trademark Notices

All contents of this Website are protected by United States and International Copyright and Trademark law. Any unauthorized use is strictly prohibited and may subject a violator to civil and criminal penalties. All rights reserved.

Privacy Protection Policy Changes

In the future, we may need to change this Policy. All changes will be included on this Website so that you will always know what information we gather, how we might use that information and whether we will disclose it to anyone. This Policy was last updated on January 1, 2016.