



## **Website Privacy Statement**

### **Purpose of Policy**

Jackson State University ("we", "us", or "our") values the privacy of visitors to our website. The purpose of this policy is to summarize the type of information we collect from a registered user or visitor ("you"), what we will do with it, and what we will not do with it.

This privacy policy does not control the collection and use of information by companies that Jackson State University does not own or individuals we do not employ or manage. Our website contains links to other websites. If you visit a website that we mention or link to, we recommend that you review its privacy policy prior to providing information.

### **Information We Collect**

The information we might collect includes your name, billing and shipping address, credit card information, contact information including telephone number and email address, demographic information, preferences, interests, and other information relevant to customer surveys and/or promotional offers.

### **Cookies and Browser Information**

Cookies are small files that reside on your computer. They allow us to recognize you on your next visit or store your shopping cart contents. We collect information on your IP address, browser type, and Refer URL data.

### **How Your Information is Used**

We use the information we collect to fill your order, to better understand how our visitors use our website, determine where our visitors are coming from, to analyze user activity on our website, and to improve our marketing. We do not sell, lease, trade, or redistribute your information.

## Security and Storage

We have physical, electronic, and managerial procedures in place to protect the information we collect online. The payment processing site is a secure site. Information is encrypted during transmission using Secure Sockets Layer technology (SSL).

## Retention

We will retain your personal data (if you save your registration information) for as long as your account is active.

## Privacy Policy Changes

We reserve the right to modify this privacy statement at any time. We will post the current policy on our website (<http://www.jsums.edu/informationtechnology/>). We encourage you to review it frequently.

### Policy Approval:



Dr. Deborah F. Dent  
VP of Information Technology and CIO

7/24/2014  
Date



Matthew A. Taylor  
General Counsel

7/24/2014  
Date