

# THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

## ONLINE PRIVACY STATEMENT

**Number** 04.02.05

**Division** University Advancement - Marketing and Communications

**Date** June, 2015

**Purpose** The University of Alabama in Huntsville respects your privacy and collects no personally identifiable information about you unless you affirmatively choose to make such information available to us. The University does not actively share personal information about Web site visitors. Personal information provided by visitors, such as e-mail addresses or information submitted via online forms, is used by the University to assist individual visitors as necessary. This assistance may involve redirecting an inquiry or comment to another University individual or unit better suited to provide resolution.

**Policy** The University analyzes Web server log files to collect summary information about visitors to its Web sites. The University also subscribes to Google Analytics, which uses cookies to collect anonymous traffic data. This information is analyzed by the University and by Google Analytics to generate summary statistics for purposes such as guiding design considerations, determining successful site segments, and determining problem areas. Because the University is a public institution, some information collected on the University's Web sites may be subject to the Alabama Open Records Act, and in some instances the University may be compelled by law to release information gathered on the University's Web servers. Some Web servers at the University may adopt different privacy statements as their specific needs require that they differ from this statement.

The University is a research institution. At any time, online surveys may be conducted on the University's Web sites. Confidential information gathered in these online surveys is used only for the research purpose indicated in the survey. Unless otherwise noted on the specified survey, your answers are confidential and individual responses will not be shared with other parties unless required by law. Aggregate data from surveys may be shared with external third parties.

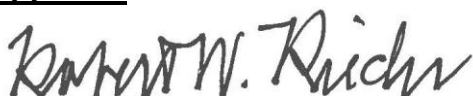
The University complies with the Family Educational Rights and Privacy Act ("FERPA"), which generally prohibits the release of educational

records without student permission. For more details on FERPA, students should consult the Student Records Policy (Policy 03.01.01).

**Procedures** Please direct any questions about this privacy statement, the practices of any University of Alabama in Huntsville Web site, or your use of this Web site to webmaster@uah.edu.

**Review** Reviewed by Advancement Marketing and Communications every 5 years or as needed.

**Approval**



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Chief University Counsel



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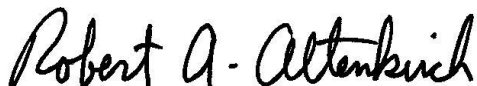
Vice President for Advancement



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Provost and Executive Vice President for Academic Affairs

**APPROVED:**



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President