

# WEBSITE PRIVACY POLICY

Revised May 1, 2015

This Privacy Policy governs the manner in which Golden Gate University (“We”) collects, uses, maintains and discloses information collected from Users (each, a "User") of [www.ggu.edu](http://www.ggu.edu), [law.ggu.edu](http://law.ggu.edu), and all other Websites (“Sites”) managed by Golden Gate University, unless otherwise indicated.

## PERSONALLY IDENTIFIABLE INFORMATION

We may collect personally identifiable information from Users in a variety of ways, including, but not limited to, when Users visit our Sites, request access credentials to Sites, apply for admission, make a payment, request information, request marketing materials, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Sites. Users may be asked to provide name, e-mail address, mailing address, phone number, credit card information, employment history, and academic information. Users may, however, visit our Sites anonymously. We will collect personally identifiable information from Users only if they voluntarily submit such information to us. Users may refuse to supply personally-identifiable information, but that may prevent them from engaging in certain Site related activities.

## NON-PERSONALLY IDENTIFIABLE INFORMATION

We may collect non-personally identifiable information about Users whenever they interact with our Sites. Non-personally identifiable information may include the browser name, the type of computer and technical information about Users means of connection to our Sites, such as the operating system and the Internet service providers utilized and other similar information.

## WEB BROWSER COOKIES

Our Sites may use "cookies" to enhance the User experience. User's Web browser places cookies on their storage device for record-keeping purposes and sometimes to track information about them. Users may choose to set their Web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Sites may not function properly.

## HOW WE USE COLLECTED INFORMATION

Golden Gate University may collect and use User’s personal information in any way, including, but not limited to the following purposes:

- To improve customer service: Information you provide helps us respond to your customer service requests and support needs more efficiently.
- To personalize User experience: We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Sites.
- To improve our Site: We may use feedback you provide to improve our products and services.
- To process payments: We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- To send periodic e-mails: We may use the e-mail address to send User information and updates pertaining to official university business. It may also be used to respond to User inquiries, questions, and/or other requests. If Users decides to opt-in to our mailing list, they will receive e-mails that may include university news, updates, related product or service information, etc. If at any time the User would like to

unsubscribe from receiving future e-mails, we include detailed unsubscribe instructions at the bottom of each e-mail.

## HOW WE PROTECT YOUR INFORMATION

We adopt data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Sites.

## SHARING YOUR PERSONAL INFORMATION

We do not sell, trade, or rent Users personally identifiable information to others. We may share generic aggregated demographic information not linked to any personally-identifiable information regarding visitors and Users with the US Department of Education, our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Sites or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided you have given us your permission.

## THIRD PARTY WEBSITES

Users may find advertising or other content on our Sites that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these third-party sites and are not responsible for the practices employed by Websites linked to or from our Sites. In addition, these third-party sites or services, including their content and links, may be constantly changing, and may have their own privacy and customer service policies. Browsing and interaction on any other Website, including Websites which have a link to our Sites, is subject to that Website's own terms and policies.

## COMPLIANCE WITH CHILDREN'S ONLINE PRIVACY PROTECTION ACT

Protecting the privacy of the very young is especially important. For that reason, we never knowingly collect or maintain information on our Sites from those under 13 years of age, and no part of our Website is structured to attract anyone under 13 years of age.

## CHANGES TO THIS PRIVACY POLICY

Golden Gate University has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the top of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## YOUR ACCEPTANCE OF THESE TERMS

By using the Sites, you signify your acceptance of this policy and their [Terms of Use](#). If you do not agree to this policy, please do not use our Sites. Your continued use of the Sites following the posting of changes to this policy will be deemed your acceptance of those changes.

## CONTACT US

If you have any questions about this Privacy Policy, the practices of our sites, or your dealings with our Sites, please contact us at 415-442-7000 or [webprivacy@ggu.edu](mailto:webprivacy@ggu.edu). You can also write to us at:

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