



Information Services & Technology | West Chester University | 023 Anderson Hall  
West Chester, Pennsylvania 19383 | 610-436-2828 | fax: 610-436-3240  
[www.wcupa.edu/infoservices/](http://www.wcupa.edu/infoservices/)

---

## Information Services Policy

---

<b>ISP Number/Title:</b>	<b>ISP-PRV001-Web Privacy Policy</b>
<b>Issued by:</b>	<b>Nancy Gainer, Asst. Vice President for Communications and Marketing</b>
<b>Effective Date:</b>	<b>9/10/2019</b>
<b>Domain:</b>	<b>Privacy</b>

### 1. Purpose:

The main objective of this document is to provide a privacy policy statement for the campus's public facing websites.

### 2. Scope:

This ISP applies to all websites maintained by the divisions, departments, and services under the Vice-President of Information Services & Technology.

### 3. Definitions of Terms:

**Cookies** – a small text file created by a website that stores information on a user's computing device. Cookies are usually thought of as 'first-party' and 'third-party' where the former is created by the site you are actively visiting (wcupa.edu) and the latter is created by another site (google.com) but introduced via the first-party.

**Website** – a group of World Wide Web (WWW) pages usually containing hyperlinks to each other and made available online

### 4. Policy:

#### Cookies

The West Chester University website makes use of Google Analytics to help analyze how visitors use the site. This analytical tool uses cookies, which are text files placed on the user's computer, to collect standard Internet log and visitor behavior information in an anonymous manner. The information generated by the cookie about a visitor's use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity.

West Chester University does not (and does not allow any third party) to use Google Analytics to collect or track any personally identifiable information about visitors to our site. We do not associate any data gathered from the site with any personally identifying information from any



Information Services & Technology | West Chester University | 023 Anderson Hall  
West Chester, Pennsylvania 19383 | 610-436-2828 | fax: 610-436-3240  
[www.wcupa.edu/infoservices/](http://www.wcupa.edu/infoservices/)

source as part of our use of Google Analytics. Google Analytics does not associate a user's IP address with any other data held by Google. Neither West Chester University nor Google will link, or seek to link, an IP address with the identity of a computer user.

Users can accept or decline cookies by modifying the settings in their browser. Blocking cookies might prevent users from accomplishing certain tasks on a website such as preserving site preferences, logging into a service, etc.

### Targeted Advertising

West Chester University uses cookies placed on the user's computer by us or third parties to track how you use the site to target ads to you on other websites. If you would like to opt out of targeted advertising from West Chester University, you can do so at [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)

### Online Forms

Information entered into online forms on this website (typically directory-type information such as name, address, phone number, etc.) may be delivered to its recipients by email. Visitors should be aware that email is not a secure form of communication. If you do not feel comfortable with sending information via email, please feel free to contact the appropriate office by postal mail or by phone. Contact information is provided in the right-hand column of every page on the site.

### Online/Mobile Directory

West Chester University's online/mobile directory provides campus directory information (name, email address, phone number, etc.) for only employees and those individuals that have requested their directory information be published in the online directory. At the employee's request, directory listings and/or specific address information may be changed or suppressed from the online directories. Employees may change their information by contacting Information Services & Technology HelpDesk.

The directory is provided for those involved with West Chester University and for others who have a specific interest in reaching individuals on campus. Information obtained from these online directories may not be used to provide addresses for outside mailings to West Chester University faculty or staff. Any solicitation of business, information, contributions or other response from individuals listed in the directories by mail, telephone, email, or other means is forbidden.

### Online Payments

West Chester University contracts with third party vendors to provide electronic payment options for various processes, such as paying the application fee or fulfilling semester tuition and fee payments. Each of these vendors is likewise obligated to protect the privacy of individuals and



Information Services & Technology | West Chester University | 023 Anderson Hall  
West Chester, Pennsylvania 19383 | 610-436-2828 | fax: 610-436-3240  
[www.wcupa.edu/infoservices/](http://www.wcupa.edu/infoservices/)

ensure the highest level of security. Users are encouraged to read the privacy statements for the particular site(s) that allow for the online payments.

**5. Responsibilities:**

IS&T Web Team – Maintain the public websites in consultation with campus departments and Public Relations. The team also manages the Google Analytics service.

**6. Exemptions from This Policy:**

All exemptions to this policy must be approved by the Assistant Vice President for Communications and Marketing in consultation with the Chief Information Officer.

**7. Questions:**

Questions regarding the privacy of the data collected on the public websites and services can be directed to [privacy@wcupa.edu](mailto:privacy@wcupa.edu) or the IS&T Help Desk.

**8. Related ISPs / Other References:**

General information about cookies is available via Wikipedia.

The About Cookies website explains how to remove cookies from your browser.

**9. Version Control:**

This chart contains a history of this publication’s revisions:

<b>Date:</b>	<b>Description:</b>
7/11/2019	Initial Document
9/9/2019	Updated and Approved by Cabinet and President Fiorentino