

LENOIR-RHYNE UNIVERSITY

Policy and Procedure

Title: Privacy Policy

Division/Department: Administration and Finance/Information Technology

Purpose

Lenoir-Rhyne University (LR) has created this privacy statement in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for this website: www.lr.edu.

Your privacy on the Internet is of the utmost importance to us. Because we gather certain types of information about the users of LR's web site, we feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather, how we use it, and how to correct or change it.

Procedure

Information Gathering and Usage:

The web server software of LR captures the IP address of all computers accessing this website and the tracking is never associated with an individual user. This information is stored on a temporary basis and then deleted from our systems. This information is used to help tailor the site content based upon user needs and to gather statistical data of web usage. We track and catalog the search terms that users enter in search engines used to find our site from the Internet, but this tracking is never associated with individual users.

LR gathers two types of information about users: data that users provide through optional, voluntary registration on several of our pages; and data gathered through aggregated tracking information derived mainly by tallying page views. Any information voluntarily submitted via a web form on this site will be collected and tracked. This data is only used for internal purposes, and will not be made available to third parties.

External Links

This site contains links to other sites. LR is not responsible for the privacy practices or the content of such Web sites.

Optional Registration Forms

Our site uses forms for visitors to request information, products, and services. Contact information from the order form is used to send orders and information about Lenoir-Rhyne University to our visitors. The customer's contact information is also used to get in touch with the visitor when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below.

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Choice/Opt-Out:

Our site provides users the opportunity to opt-out of receiving communications from us at the point where we request information about the visitor. This site gives users the following options for removing their information from our database to not receive future communications or to no longer receive our service. You can send email to webmaster@lr.edu to discontinue mailings. Please be specific in your request.

Personal Information and Records

Some personal information, such as students' educational records and employees' personnel records, is largely protected from disclosure by statute. Certain information collected in the course of research on human subjects is also protected from disclosure. Other information may be protected by more general laws, regulations, or policies. With respect to the collection, use, and disclosure of personal information, the intent of LR is to comply with applicable federal law, state law, and LR policies. Please note that state public records law requires the university to disclose, to anyone who asks, any records that the university has made or received in the course of conducting state business unless there is a specific legal basis for maintaining the privacy of the requested records.

Security

This site has security measures in place to protect from the misuse, alteration and loss of the information under the control of LR.

Author of Policy:

Chief Information Officer

Individuals Affected:

All employees of the university

Reviewed By/Concurrence From

Chief Information Officer
VP Finance and Administration

Approval



Chief Information Officer

October 28, 2010

Approval Date

Developed On: 10/28/2010

Note: Please review the policies available online at <http://policies.lr.edu/> to confirm that this is the most recent version of the policy.