



Privacy Notice

2.2 Notice Template

☐ New Notice ☒ Revision to Existing Notice ☐ Remove Notice

Notice Title:	Privacy Notice
Submitted by:	LaMica Justice
Department/Office:	Piedmont University
Office of Oversight:	Piedmont University
Applies to:	Faculty, Students and Staff
Approved by:	
Approval Date:	
Effective Date:	

I. Introduction

Piedmont University ("University" or "We") respects your privacy and is committed to protecting it through our compliance with this Notice.

This Privacy Notice ("Notice") describes the types of information we may collect from you or that you may provide when you use Piedmont University's website, services, and applications (collectively "Services") and our practices for collecting, using, maintaining, protecting, and disclosing that information. This Notice does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or on Piedmont University's Services.

Please read this Notice carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Services. By accessing or using Piedmont University's Services, you agree to this Notice. This Notice may be updated as required (see Changes to our Privacy Notice). Continuing to use the Services after receiving notice of changes will constitute acceptance of those changes.

II. Information We Collect About You

Piedmont University collects several types of information. This information is used to provide efficient and effective experience for all users. When we provide the Services to you, your data is stored on our computers and servers. In some cases, the data may be

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accessible to people involved with the operation of the site (such as administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, as necessary, as Data Processors by us. Piedmont University collects the following information:

1. **Personal Information**, which includes information through which you may be personally identified, such as name, postal addresses, email addresses, IP address, social media website user account names, telephone numbers, companies or organizations you may be associated with, education, employment history, or other addresses at which you receive communications from or on behalf of Piedmont University ("Personal Information" or "PII").
2. **Non-Personal Information**, which includes information that alone cannot be used to identify or contact you. Such Non-Personal Information may include, but is not limited to, browser information and details; operating system information; mobile device information; pages accessed; times of visit; and referring websites, applications, or services, including the relevant search queries that led you to our Services ("Non-Personal Information" or "NPI").

III. Method of Collecting Information

Piedmont University collects Information in two ways: (1) Information you provide directly; and (2) Information we receive from your use of our Services.

1. Information is collected when you:

- Send Piedmont University any electronic communication (including via email or any other application);
- Enter contests run by us from time to time;
- Create a user account;
- Connect other online accounts with your Piedmont University account, such as Facebook or LinkedIn;
- Submit online applications and forms to Piedmont University; and
- Subscribe to newsletters.

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If you use a social media platform or your mobile device (or other methods of communication) to interact with Piedmont University, the communication method or application may have a specific and independent Privacy Notice that governs the use of Personal Information.

2. Information Automatically Collected

When you use our Services, we may collect certain information as described below to improve our Services, troubleshoot bugs, provide the Services, manage the Services, track usage, and provide content for referring traffic sources. Such information may include: IP address; profile information; aggregate user data; preferences; technical session information; browser type; information about your computer, hardware, software, or mobile device, including a device identifier; demographic information including zip code; and navigational data including log files, server logs, clickstream data, and language preference. User IP addresses are recorded for security and monitoring and for providing services. If you arrive at our website via a link from another webpage, we may receive aggregate or otherwise anonymous statistical information about your visit to our site. We monitor customer traffic patterns and site usage to help us develop the design of the site and to improve the content of our website to better match the interests of our website users. We may combine this automatically collected and other Non-Personal Information with Personal Information, in which case we will treat the combined information as Personal Information under this Privacy Notice.

IV. How We Use Your Information

We use Information collected about you or that you provide to us, including any Personal Information, to:

- Operate and improve our website and Services;
- Provide Services to you;
- Track and analyze your use of our Services;
- Provide customer support, including support to our vendors or business partners;
- Communicate and provide additional information that may be of interest to you about Piedmont University, our affiliates, and our business partners, such as news, offers, announcements, and other relevant materials;

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- Send you reminders, notices, updates, security alerts, support and administrative messages, service bulletins, or marketing materials;
- Administer contests or any promotional activities or events sponsored by us;
- Manage our everyday business needs, such as website administration, fulfillment of orders, analytics, fraud detection and prevention, compliance with the law or reporting obligation, or enforcement of our Terms of Service; and
- Aggregate anonymous data from our Services to benchmark, analyze, and improve the Services.

V. Disclosure of Your Information

If you would like to opt out of any communications that are sent to you, please select the "unsubscribe" button on the communications that you received. From time to time, we may use your Personal Information to send important notices to you regarding material changes to our terms, conditions, and policies or purchased services which you may not opt out of receiving.

VI. Disclosure of Your Information

We may disclose Personal Information that we collect, or you provide as described in this Notice:

- To our service providers, which provide services for us including but not limited to sending emails on our behalf, processing payments, providing analytics services, and helping us provide services as requested by users. Our service providers are bound by law or contract to protect Personal Information and are only allowed to use Personal Information in accordance with the terms of our service agreements with them. We do NOT share, sell, rent, or trade Personal Information with third parties for their own promotional purposes, and we will only share Personal Information as outlined herein or with your consent.
- We may also disclose your Personal Information: (1) To comply with any court order, law, or legal process, including to respond to any government or regulatory request; (2) To enforce or apply our Terms of Services and other agreements, including for billing and collection purposes; and (3) If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Piedmont

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University, our students, faculty, staff, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

VII. Accessing and Correcting Your Information

You have the right to know whether your Personal Information has been stored and can consult with Piedmont University about any Personal Information to verify the accuracy of such Information and receive a copy thereof. You have the right to have the Information supplemented, erased, updated, or corrected. For its transformation into anonymous format or to block any data held in violation of the law, requests should be sent to us by email at privacy@piedmont.edu. We will retain your information for as long as your account is active or as needed to provide you Services, conduct our internal operations, and to maintain a record of your transactions for financial reporting purposes. All Information will also be retained and used, as necessary, to comply with our legal obligations, resolve disputes, and enforce our agreements.

VIII. Data Security

The security of your Personal Information is important to Piedmont University. We have implemented reasonable administrative, technical, and physical security measures designed to secure and protect your Information from accidental loss and from unauthorized access, use, alteration, and disclosure. HOWEVER, as the transmission of information via the internet is not completely secure, we cannot guarantee the security of information transmitted to our Services. Any transmission of Personal Information is at your own risk.

IX. Links to Other Sites

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

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X. "Do Not Track" Disclosures

"Do Not Track" is a standard that is currently under development. As it is not yet finalized, Piedmont University adheres to the standards set out in this Privacy Notice and does not monitor or respond to Do Not Track browser requests.

XI. Changes to our Privacy Notice

Piedmont University reserves the right to update this Notice as required. We will notify you of any changes and/or modifications to the Notice by updating the "Last Modified" date on this Notice, sending an electronic communication detailing the changes, posting a notification on the Services, or as required by law. Any changes or modifications will be effective immediately upon posting the updated Notice on Piedmont University's Services. You are encouraged to periodically review this Notice to stay informed of updates. Your continued use of Piedmont University's Services after receipt of such revised Notice will be deemed an acceptance of the revised Notice.

XII. Contact Information

To ask questions or comment about this Privacy Notice and our privacy practices, contact us at: privacy@piedmont.edu

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Appendix A – Revision Table

Document Owner: LaMica Justice, Chief Information Officer				
Document History				
Rev #	Name	Date	Description	Signature
1.0	LaMica Justice	5/14/2024	Initial draft	Electronically signed
1.1	LaMica Justice, Renee Fargason, Latitia Roller	6/4/2025	Revised from a <i>Privacy Policy</i> to <i>Privacy Notice</i> and made the change throughout the document. Added privacy@piedmont.edu to applicable locations Added 'OPT OUT' and 'Link to Other Sites' section. Removed 'Children's Personal Information' section.	

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