

Website Privacy Policy

Thank you for visiting the UA Cossatot website and reviewing our privacy policy.

Policy Overview

This policy defines the official websites of UA Cossatot, addresses collection and use of information in connection with such websites and describes under what circumstances the college may disclose such information, consistent with Ark. Code § 25-1-114.

The college adheres to all applicable federal and state laws, as well as general college policies that are applicable to the use of computing resources. These include, but are not limited to, the laws and policies contained in Appendix A.

Official College Websites

Except as noted, the information in this privacy policy applies to all official UA Cossatot websites, which are defined as those administered through the college content management system, such as college departments, divisions, or other units typically reporting to or deemed official by the chancellor, vice chancellors, directors and/or department heads/chairs. These sites comply with the college design template, graphics and Web standards as managed by the Office of College Relations.

Other Websites, Third Party Applications, and Links

Within the UA Cossatot domain (cccua.edu) are links to various websites and applications that are not maintained by the college. These applications and websites may or may not be hosted on college-owned servers. The college cannot warrant or be responsible for the privacy policies of these sites. Users are encouraged to become familiar with the privacy policies of third party or off-campus sites and applications. This privacy policy only applies to official college websites.

Information Collected

The college, while reserving its right to monitor communications via college websites for legal, policy or business reasons, including security and functionality, will not monitor the content of communications as a matter of normal business practice. However, the fact that communication occurred (such as when a user visits a college website or utilizes college websites to search for information or submit a form), may be routinely logged as a normal business practice.

Common information logged includes, but is not limited to, the following:

- the IP address of the user's computer
- the date and time a user's computer accessed our site
- the IP address and URL of a referring website
- the page the user requested from the college's site
- the information that a user's Web browser software sends, which typically identifies the browser software and may also indicate the operating system and type of CPU used in the user's computer
- in the case of email, the sender and recipient's email addresses

SMS Terms of Service

By submitting your contact information to UA Cossatot through the admissions application and/or interest forms, you agree to receive text messages regarding your interest in the College, admissions information, enrollment information, and student account. UA Cossatot does not share content of SMS messages with any third party. Message frequency may vary based on the purpose of the message. UA Cossatot does not conduct any marketing campaigns using SMS messaging. Text rates may apply according to your carrier policy. Recipients may OPT OUT of SMS messages at any time by replying STOP. Text HELP for more information about the College or visit our website at www.cccua.edu. You may view UA Cossatot's website privacy policy, which includes the SMS Terms of Service at https://www.cccua.edu/resources/includes/CCCUA_Website_Privacy_Policy.pdf.

Google Analytics

The college website uses Google Analytics, a Web analytics service provided by Google, Inc. to collect information such as URLs, Internet domain and hostnames, browser software, date, and time the site was visited, etc.

Voluntary Personal Information

Services are provided through college websites via forms (e.g., admissions, financial aid requests, job applications), surveys, etc., whereby individuals are required to enter personal information to process the request, such as name, physical and email addresses, phone numbers, and financial data. If information requested is not entered, the services and/or requests cannot be accomplished online. The college will use the information provided for internal use only. UA Cossatot does disclose information to third parties, unless required by law.

How Personal Data Is Used

As a rule, the college does not track individual visitor profiles. This data is used to analyze aggregate traffic/access information for resource management, site planning, advertising, and marketing.

When personally identifiable information is entered through college websites, typically the information requested and collected is only used to provide the information or services sought by the requester, just as a person might provide such information when visiting a college office in person or submitting the information via paper, for example, an application for admission.

However, the college may also use any information gathered through college websites or exchange such information with other entities to carry out normal college business operations, including marketing and subcontractor services. Legal requirements concerning use and disclosure of sensitive information will be applied to information maintained with these resources to the same extent that the requirements are applied to other records kept or maintained by the college. The college does not sell information collected through college websites to other entities.

Cookies

Websites can use cookies to provide the user with tailored information from a website. A cookie is an element of data that a website can send to a browser, which may then store it on the user's system. Some applications may require the user to accept cookies for the application to work properly. Two types of

cookies exist, session cookies and persistent cookies. Session cookies contain data through which the Web application the visitor is using can maintain the continuity and state of a session. Session cookies expire upon user logout, closing of the browser or timed-out sessions. Persistent cookies contain information that may be useful across multiple sessions, such as identifying the user or other persistent attributes, and are typically not deleted. Data from cookies may also be used to identify user trends and patterns, provide services and record session information. Web browsers can be configured to refuse cookies, accept cookies, disable cookies, and remove cookies as needed or desired.

E-Commerce Sites

The college has sites that enable encrypted online payments. The confidential information entered for these payment transactions is only to be used for purposes defined within/for the transaction. Some transactions are isolated from campus systems and managed by a third party.

Security

In addition to complying with all applicable laws and regulations, the college strives to implement and maintain systems and policies to protect the confidentiality and integrity of personal information provided by users. Despite these security measures, the college does not represent or warrant that personal information will be protected against loss, misuse, or alteration by third parties.

Disclosure of Data Collected

The college is required to comply with the Arkansas Freedom of Information Act (FOIA) (Ark. Code Ann. § 25-19-101 et seq.) and may be required to disclose records maintained in the daily operations of the college unless such records are exempt from disclosure under federal or state law. Therefore, some data collected through college websites may be subject to disclosure upon receipt of a valid FOIA request.

Additionally, at times, the college may be legally required to disclose information collected through college websites in response to a valid subpoena or court order or to comply with a legally permitted inquiry by a governmental agency or regulatory body.

Subject to governing law and other applicable college policies, the college reserves the right to disclose information collected on its websites to governmental authorities in connection with suspected unlawful activity or to aid an investigation into suspected unlawful activity. In addition, the college reserves the right to release information collected on college websites to appropriate governmental authorities if college officials determine, in their sole judgment, that college policies have been violated, or that release of information is necessary to protect the rights, health, safety or property of persons or the college or to protect the integrity of college computer networks. Further, the college reserves the right to disclose information as college officials believe it necessary to exercise the college's legal rights, to defend against actual or potential legal claims, or as otherwise permitted or required by college policy.

Updates

This policy is subject to periodic review and update by college officials.

Website Privacy Policy Appendix A

The college adheres to all applicable federal and state laws, as well as college policies that are applicable to the use of computing resources.

State and Federal Laws

- Family Education Rights and Privacy Act (FERPA)
- Electronic Communications Privacy Act of 1986
- General Data Protection Regulation (GDPR)
- Gramm-Leach-Bliley Act
- Health Insurance Portability and Accountability Act (HIPAA)
- USA Patriot Act
- Children's Online Privacy Protection Rule
- Arkansas Freedom of Information Act
- 18 U.S.C. § 1030
- Ark. Code. § 5-41-101 et seq.
- Ark. Code. § 13-2-701 et seq.
- Ark. Code. § 25-1-114

College Policies

- [UA Cossatot Policies and Procedures](#)
- [University of Arkansas Board of Trustees Policies](#)