UNIVERSITY OF ARIZONA ENROLLMENT MANAGEMENT
PRIVACY POLICY

Last Updated: December 2, 2016

This Privacy Policy explains how information about you is collected, used and disclosed by University of Arizona (UA) Enrollment Management ("**Enrollment Management**," "**we**," or "**us**") when you access or use the Office of Undergraduate Admissions website, the Office of Scholarships and Financial Aid website, the Office of the Registrar Website, the Bursar's Office website, University of Arizona Degree Search, our online admissions application, event registration portals, and related online services (collectively, the "**Services**"), or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice such as sending you a notification through our Services. We encourage you to review the Privacy Policy whenever you access our Services or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.

Collection of Information	**Information You Provide to Us**
	We collect information you provide directly to us via the Services. For example, we collect information when you submit a request for information inquiry form, register for a campus tour or other admissions event, submit an admissions application either online or in paper form, communicate with us via third party social media sites, request customer support or otherwise communicate with us. The types of information we may collect include your name, email address, phone number, address, high school or most recently attended college or university, graduation year, academic interest, parent/legal guardian information, and any other information you choose to provide.
	Information We Collect Automatically
	When you access or use our Services, we automatically collect information about you and we may associate it with information that you provide directly to us. For example, we may collect:
	• **Log Information:** We collect log files in connection with your use of our Services, including the type of browser you use, access times, pages viewed, your IP address, the page you visited before navigating to our website, and your interactions with our Services.
	• **Transaction Information**: When you register for an event, submit your online application, or pay any associated fees such as the application fee or an event guest fee we collect information about the transaction, such as the date, and price, if applicable.
	• **Information Collected by Cookies and Other Tracking Technologies:** We and our service providers use various

technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our website and your experience, see which areas and features of our website are popular and count visits. Web beacons are electronic images that may be used on our website or in our emails and help deliver cookies, count visits and understand usage and campaign effectiveness. For more information about cookies, and how to disable them, please see "Your Choices" below.

Information We Collect From Other Sources

We may also receive information about you from other sources and link or combine that with information we collect about you.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services;

- Provide and deliver the services you request and send you related information, including printed publications, text messages, email communications, or phone calls;

- Respond to your comments, questions and requests and provide customer service;

- Communicate with you about events, application deadlines, your next steps for enrolling at UA, and other news and information we think will be of interest to you;

- Monitor and analyze trends, usage and activities in connection with our Services;

- Detect, investigate and prevent fraudulent transactions and other illegal activities and protect the rights and property of Undergraduate Admissions and others;

- Link or combine with information we get from others to help understand your needs and provide you with better service; and

- Carry out any other purpose for which the information was collected.

UA Enrollment Management is based in the United States. By accessing or using our Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries, where you may not have the same rights as you do under local law. Where this is the case, we will take appropriate measures to protect information about you in accordance with this Privacy Policy.

Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With the University of Arizona, Colleges within the University of Arizona, and departments within the University of Arizona Division of Student Affairs/Enrollment Management, Academic Initiatives, and Student Success for their use in connection with communications, recruiting, and other related purposes;

- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;

- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of departments within Enrollment Management or others; and

- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

Third-Party Social Sharing Features

Our Services may offer third-party social sharing features and other integrated tools. Your use of such features may enable the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

Your Choices

Online Account Information

You may update or correct your online account information by logging into your account and updating your profile.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

Promotional Communications.

You may opt out of receiving promotional communications from us at any time by following the instructions in those communications or contacting us at admissions@arizona.edu. If you opt out, we may still send you non-promotional communications, such as those about your UA admissions application or your next steps enrolling as a student.

Contact Us   If you have any questions about this Privacy Policy, please contact us at admissions@arizona.edu.