

Privacy Statement

The University of West Alabama (hereinafter referred to as the "University," or "we") respects the privacy of individuals who use its websites. We are committed to ensuring the privacy and security of sensitive and confidential information provided to the University online.

Please note that many units of the University operate and maintain their own websites on the uwa.edu domain. These sites may provide additional notices about the information they collect related to the web browsing experience, which may supplement this Privacy Statement. By visiting uwa.edu the end user accepts and consents to the practices described in this notice.

What Information We Collect and How We Use It

UWA webservers, like all webservers, collect information such as the IP address of the visitor's computer, the operating system, browser software used, access times, and pages visited. This data is used statistically and in aggregate to monitor webserver performance, network security and to help manage the site and improve service.

In addition, UWA's site uses technologies of third-party vendors to help the university recognize a visitor's device and understand how the visitor uses our site(s) so that we can improve our services to reflect your interests and offer visitors advertisements about the services that are likely to be of interest. Specifically, these partners collect information about your activity on our site(s) to enable us to:

- measure and analyze traffic and browsing activity on our site(s);
- show advertisements for UWA services on third-party sites;
- measure and analyze the performance of our advertising campaigns.

We may share data, such as hashed email derived from emails or other online identifiers collected on our site(s) with our advertising partners. This allows our partners to recognize and deliver ads across devices and browsers.

Some of our webpages may link to external websites not owned or controlled by the University. The University is not responsible for the privacy practices or the content of such websites.

Cookies

A cookie is a small file placed onto a visitor's device that enables features and functionality. The information contained in a cookie typically includes information collected automatically by the webserver and/or information provided voluntarily by the user.

To disable or delete cookies for this site or all sites, a visitor can use the following guides:

- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: https://support.apple.com/kb/PH17191?locale=en_GB
- Firefox: <https://support.mozilla.org/en-US/kb/block-websites-storing-cookies-site-data-firefox>

Opting Out

Our partners may use non-cookie technologies that may not be impacted by browser settings that block cookies. A browser may not be able to block such technologies. For this reason, visitors can use the following third-party tools to decline the collection and use of information for the purpose of serving interest-based advertising:

[The NAI's opt-out platform](#)

[The EDAA's opt-out platform](#)

[The DAA's opt-out platform](#)

Other Data Collection

Visitors using online forms or applications on our web pages may choose to supply information voluntarily. Information collected via such web forms will be securely maintained and be used only for the purposes for which it was supplied. Pages collecting such information should be transparent about the information they are collecting as well as the purpose for the data collection.

Information Protection

The University implements reasonable physical, technical and administrative safeguards designed to prevent unauthorized access to or use of the information we collect online. While we strive to protect personal information, we cannot guarantee or warrant the security of such electronic data. However, we will only use a visitor's information for the educational, research, or other purpose in furtherance of the University's mission for which it was provided.

Information will be retained or disposed of according to the University's records management principles and policies.

Individual Rights of the Data Subject under the General Data Protection Regulation (GDPR)

In addition to the right to receive the information provided in this Privacy Notice, if a visitor is an individual data subject covered by or under GDPR, they have the right to:

- Request from the University of West Alabama access to and rectification or erasure of Personal Data or restriction of processing concerning the Data Subject, the right to object to processing and the right to portability of Personal Data;
- Where processing is based upon consent, to withdraw consent at any time, without affecting the University of West Alabama's right to process Personal Data based upon consent before its withdrawal;
- The right to file a complaint with a supervisory authority appointed by an European Union member state for the purpose of receiving complaints;
- Additional notice of the existence of automated decision-making, including profiling;
- If the Personal Data is going to be further processed for a purpose other than that for which it was collected, then notice of the purpose and basis or bases for the further processing;
- If Personal Data is collected for the University of West Alabama's legitimate interests or for a task carried out in the public interest, then the Data Subject has the right to object, on the grounds of his or her particular situation, to the processing of Personal Data concerning him or her (including profiling);
- Where Personal Data are processed for direct marketing purposes, the right to object at any time to processing Personal Data concerning him or her for such marketing; and
- Not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her; provided, however, that this right does not apply if the decision is (a) necessary for entering into, or performance of, a contract between the Data Subject and the University of West Alabama; or (b) is based upon the Data Subject's consent.

Note: Exercising these rights guarantees access to a process but does not guarantee any particular outcome.

Any Data Subject who wishes to exercise any of the above-mentioned rights may do so by filing such request with the director of Information Technology:

Director, Information Technology
UWA Station 15
Webb Hall, room 125
Livingston, Alabama 35470
(205) 652-3565

[California Residents section of NextRoll's Service Privacy Notice](#)

Changes to this Policy

This Privacy Policy may be amended from time to time. Any such changes will be posted on this page. Continued usage of the site indicates acceptance of such changes.

Last updated 4/19/2021