



mail or via social media, we may retain the content of your communication or social media posting, the email or social media account address from which it is sent, and our response. We collect information automatically using technology when you visit our Sites or social media pages or when you open one of our emails as described in this Notice.

The specific personal information (and sensitive personal information) we collect, why we collect it, and our legal basis for processing it, is periodically reassessed in applicable data process flow assessment as relevant.

It is the policy of the American University of Health Sciences to limit the collection and safeguard the privacy of personal information collected or maintained by the University. The University's information management practices conform to the requirements of the Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99), and other applicable laws pertaining to information privacy. In the event of a conflict between this Notice, FERPA, or other law governing the disclosure of University's records, the applicable law will control.

Any information acquired by the University through the Sites is subject to the limitations of applicable laws pertaining to information privacy. The University will not distribute or share electronically collected personal information about users to any third party without the permission of the user, except in narrow circumstances set forth in this Notice. The University will not sell any electronically collected personal information to any third party.

## How we use the information we collect

We use information that we collect about you or that you provide to us, including any personal information:

- To provide you with information that you request from us.

- To process application, registration and enrollment requests when you apply, register or enroll for our campus, events, programs or services, or otherwise administer your participation in our events, programs or services, including (without limitation) distance learning, financial aid, and housing.

- To collect and process donations, gifts and donor information.

- To process service requests from students, staff, faculty, and other members of the campus community, including the facilitation of parking permit and identification card requests.

- To process registration for educational and other university events.

- To respond to your questions, requests, comments or complaints and determine your satisfaction with our events, programs and services.

- To operate, maintain, and provide to you the features, services, and functionality of the Sites and its contents, and to monitor and improve our site and the user experience.

- To provide information about our University and send you related information including brochures and other University materials, campus and AUHS news, academic notices, updates, security alerts, special offers, confirmations, and support and administrative messages.

- To notify you about changes to our Sites or any services we offer or provide through it.

- To compare and review your personal information for errors, omissions and accuracy.

- To prevent, detect or investigate any fraudulent, abusive or illegal act.

- To allow you to participate in interactive features on our Sites.

limited to, comments, photos, videos, etc. If you remove User Content, copies may remain viewable in cached and archived pages or if other users have copied or stored your User Content.

We reserve the right to monitor the User Content you post on the Sites and to remove any User Content for any reason or no reason including, without limitation, if in our sole opinion, such material violates, or may violate, any applicable law, or to protect or defend our rights or those of any third party. We also reserve the right to remove User Content upon the request of any third party.

## How we share your information

We share your information internally at the AUHS to facilitate and manage the purposes listed above, including with third parties whom the University engages to process your personal information on our behalf for the purposes stated above (such as vendors who help the University with our marketing, application processing, financial aid or payment processing, education management, and web hosting). The University may also share your personal data with government and law enforcement agencies or regulators (1) to comply with a legal process, subpoena, order or other legal or regulatory requirement applicable to us; (2) to enforce our terms of use or other policies; or (3) to pursue available legal remedies or defend against legal claims. We may also share your personal information with a third party as requested by you if permitted by this and other University policies and applicable laws and regulations. We will not distribute or share any electronically collected personal information about users to any third party without prior written permission from the user except in narrow circumstances involving possible violations of Section 502 of the Penal Code or as authorized under law, or to assist another state agency or public law enforcement

rights of third parties, or that any such site or content is devoid of viruses or other contamination. We may provide links to other websites to you solely as a convenience, and the inclusion of linked sites does not imply endorsement by AUHS of any of the linked sites. Please remember that when you use a link to go from our Sites to another website, our Notice is no longer in effect. We do not ensure the security of your personal information if you visit websites not belonging to AUHS, nor are we the data controller for any information collected on those sites unless we specifically state so. We further reserve the right to terminate a link to a third-party site at any time.

The California Consumer Privacy Act of 2018 (CCPA) gives consumers more control over the personal information that businesses collect about them and the CCPA regulations provide guidance on how to implement the law. This landmark law secures new privacy rights for California consumers, including:

The right to know about the personal information a business collects about them and how it is used and shared;

The right to delete personal information collected from them (with some exceptions);

The right to opt-out of the sale of their personal information; and

The right to non-discrimination for exercising their CCPA rights.

Businesses are required to give consumers certain notices explaining their privacy practices. The CCPA applies to many businesses, including data brokers.

## Cookie Policy

When you visit the Sites, we may send one or more cookies – a small text file containing a string of alphanumeric characters – to your computer that uniquely identifies your browser and lets us help you log in faster and enhance your navigation through the Sites. A cookie does not collect personal information about you. We use both session cookies and persistent cookies. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Sites. Persistent cookies

## Access and choice

We comply with all applicable regulations regarding data retention and deletion of personal data and retain personal information only for as long as necessary to fulfill the purpose for which it was collected (including for college operations), for strategic planning, and to comply with applicable laws and retention requirements. You can ask to