

**ELIZABETH CITY STATE UNIVERSITY**  
**Privacy Policy**

**1. PURPOSE**

The purpose of this policy is to disclose the terms governing the collection and use of information obtained from visits to Elizabeth City State University's (ECSU) website at [www.ecsu.edu](http://www.ecsu.edu).

The privacy policies for university administrative, academic, and operational entities such as divisions, departments, units, offices, and organizations may vary from this policy. Visitors are responsible for consulting university policies at <https://www.ecsu.edu/administration/legal/policymanual/index.html>.

The privacy policies for external and/or third-party websites accessible from the University's website are not governed by this policy-- meaning these entities have their own privacy policies. Visitors are responsible for consulting the privacy policies for external and/or third-party websites.

**2. SCOPE**

This policy applies to the collection and use of information obtained from visitors to the ECSU website [www.ecsu.edu](http://www.ecsu.edu).

**3. POLICY**

**A. COLLECTED INFORMATION**

The University's website is configured automatically to identify and obtain the following information from a user's electronic device(s) upon website access:

- i. The Internet Protocol (IP) address, location and domain name assigned to a device
- ii. The type of web browser and operating system used by the device
- iii. The date and time the website(s) is accessed
- iv. The website(s) or service(s) accessed

If there is a university business purpose to collect additional information such as visitor names, e-mail addresses, phone numbers, street addresses, demographic information, birth date, etc., the University purpose will be clearly stated on the website. The information will be protected according to the applicable terms in the Information Classification and Handling Policy.

**B. USE OF COLLECTED INFORMATION**

The information collected will be used in the following manner:

- i. Identify the number of website visitors.
- ii. Identify trends in website use.
- iii. Improve customer service and customer satisfaction.
- iv. Identify web browser(s) used by visitors.

The information collected is subject to the North Carolina Public Records Act and other applicable laws and industry standards. The protection and disclosure of personable identifiable information will follow federal and state regulations as well as industry standards.

If there is a university business purpose to sell or disclose collected information to a third party(s), the University purpose will be clearly stated on the website.

### **C. USE OF COOKIES**

The University's website uses cookies to identify and track web browsers. Cookies are information packets sent by the University's website to the web browsers of visitors upon access to university websites. Cookies are stored within the web browsers on users' electronic devices. The information packets are sent back to the requested University website each time a user accesses the website through the web browser. There are two main kinds of cookies: session cookies and persistent cookies. Session cookies are deleted from an electronic device when the web browser is closed, whereas persistent cookies remain stored on an electronic device until deleted, or until they reach an expiry date. Web browsers allow the acceptance or blocking of cookies. Blocking cookies may have a negative impact upon the usability of some websites.

## **4. CONTACT INFORMATION**

If there are any questions regarding this policy, contact ECSU by sending an email to [privacy@ecsu.edu](mailto:privacy@ecsu.edu).