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ULS respects your privacy. We strive to make your dealings with us as private, easy and secure as possible. We do not sell, rent or loan any of your personally identifiable information to any unauthorized third party. We may use and share information with those persons and third-party entities specifically involved in the processing of your donation or your application to receive information from ULS. In addition, we may use and share aggregated information that does not uniquely identify you when it enables us to improve and enrich our services and website content. ULS reserves the right to use and share your information in the event ULS believes doing so is necessary to operate this website or where such disclosure may be required by law, or to protect ULS's right or the rights of others.

ULS reserves the right to modify or amend this Privacy Policy at any time. All changes will be effective immediately upon their posting to this website. Material changes will be conspicuously posted on this website and notice of such material changes will be communicated to you in advance. By accessing or using this website after such changes are posted you agree and consent to all such changes.

## **Personally Identifiable Account Information**

ULS may collect information you voluntarily share with us in submitting an application for services, as well as other information, for example through Internet Protocol ("IP") addresses and the use of "cookies", which may be placed on your computer when you access the website. (See the sections on IP Addresses and Cookies below.)

ULS may collect any content, record, or electronic communication of any kind, including without limitation your first and last name, address, telephone number, screen name, email address or credit card information, so that we may provide you with the information or services that you request, and so that we may communicate with you and send you information and materials for marketing and other purposes, subject to applicable laws and the terms of the Privacy Policy.

In addition, we may use information you provide us through emails, Q & A, and in response to requests for alumni news, and may use your name and any stories you provide us in articles published online and/or in print. Please be advised that any such submissions become the property of ULS and may be used by ULS for any lawful purpose. If you provide us with personal anecdotes, they may be attributed to you. ULS can edit, rewrite, use, and reuse the content, including your name, likeness, photograph, and biographical information you provide, in any way and any media whether now known or invented in the future, with or without attribution, including publication in online publications, and in trade media, and advertising. You agree that any content you send us will not violate any rights of any third party and that you will only send us content for which you own the rights.

Personal contact information for students, parents, and employees, including home and e-mail addresses, telephone numbers, and other information that could be used by unauthorized individuals, will not be published on the public areas of the website.

ULS maintains full rights to any information collected on this website, and may freely collect, use and disclose such information unless prohibited by this Privacy Policy or applicable law. In the event of a change in control of ULS or sale by ULS of substantially all of its assets, any information owned by or in the control of ULS may be transferred to such ULS successor, who will comply with the terms of this Privacy Policy.

## **IP Addresses**

Your Internet Protocol ("IP") address is usually associated with the place from which you enter the Internet, like your Internet Service Provider, your company or your university. Our server may also record the referring page that linked you to us (e.g., another website or a search engine); the pages you visit on this website; the website you visit after this website; the ads you see; the ads you click on; other information about the type of web browser, computer, platform, related software and settings you are using; any search terms you have entered on this website or a referral site; and other web usage activity and data logged by our web servers. We may use your IP address to help diagnose problems with our servers, gather broad demographic information, and administer our website. ULS logs IP addresses for systems administration purposes. We may also link this information with your personal information when we feel that it is necessary to enforce compliance with our rules and policies, Terms of Use, or to protect our website and others.

### **Cookies**

ULS may use cookies to track the use of our website and to facilitate and enhance your experience on our website. "Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Our cookies enable us to facilitate access to different aspects of our website. For example, by showing when and how you and others visit our website, cookies help us to see which pages of the website are popular and which are not. Cookies can also help us to improve your enjoyment of this website, for example, by remembering your address or other personal information when you request information or services on the website. Most web browsers automatically accept cookies, but you can disable this function so that your browser will not accept cookies. Please be aware that disabling this function may impact your use and enjoyment of this website.

### **Access by Children**

ULS does not knowingly solicit or collect personally identifiable information online from children under the age of 13 without prior verifiable parental consent. If ULS learns that a child under the age of 13 has submitted personally identifiable information online, in contravention of these measures, it will take all reasonable measures to delete such information from its databases and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required by law).

Children under the age of 13 can surf the ULS website, view content, and download materials without ULS collecting personally identifiable information. To enable their participation in certain interactive features of the ULS website, we may ask children under the age of 13 to provide us with personally identifiable information. For example,

we may collect an e-mail address or login ID from a child for the sole purpose of accessing a dedicated student portal. ULS also may collect a child's and/or parent's online contact information in order to send the parent and child periodic communications, such as online newsletters, website updates, or password reminders. ULS encourages parents/guardians to become involved in their children's online experience. Please discuss use of the Internet and disclosure of information on our website or any website with your children. Additionally, parents please discuss this Privacy Policy with your children so they better understand how to use it and the kinds of information we may ask of them.

### **Email Communication**

ULS may use your personal information to communicate with you. You have the opportunity to opt-out of receiving such communications from us at any time. To discontinue your receipt of such communications, simply reply to the email you receive with the word "Remove" in the subject line.

### **Security**

We limit access to personally identifiable information about you to our employees and third-party agents, who we reasonably believe need to have access to your information to provide you with the information or services you request from ULS. This website has security measures in place to help protect against the loss, misuse and alteration of the information under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur, ULS uses industry standards, such as Secure Socket Layers ("SSL") technology, to help safeguard against such occurrences. In certain areas, the information passed between your browser and our system is encrypted with SSL technology to create a protected connection between you and our website to ensure confidentiality. In the event that a breach into our security systems occurs and there is a possibility that an unauthorized person acquires your personal information, ULS will notify you of such a breach under applicable law.

### **Third-Party Websites**

This website may link to, or be linked to, other websites not maintained by or related to ULS. ULS is not responsible for the privacy policies or practices of any third parties or third-party websites, including any linked or linking websites. To the extent that you disclose personally identifiable information to any such third parties, different rules may apply to their use and disclosure of personal information that you disclose to them. We encourage you to review the privacy policies of such websites before disclosing your personal information to them.

## Contact Us

If you have any questions or concerns regarding this Privacy Policy, you may send an email to: <mailto:marketing@universitylake.org>

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