

# **POLICY & PROCEDURES MANUAL**

services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to understand and save user's preferences for future visits and to compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies. If you turn cookies off, some features will be disabled. It won't affect the users experience that make your site experience more efficient and some of our services will not function properly. However, you can still place orders.

### **Third Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users. We use Google AdSense Advertising on our website. Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

### **We have implemented the following:**

Demographics and Interests Reporting: We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

Opting out: Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

### **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>



- Honor opt-out/unsubscribe requests quickly
- Allow users to unsubscribe by using the link at the bottom of each email

**If at any time you would like to unsubscribe from receiving future emails, you can**

- Follow the instructions at the bottom of each email.

## **Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

[www.wbu.edu](http://www.wbu.edu)

Wayland Baptist University  
1900 West 7th Street,  
Plainview, TX 79072  
admitme@wbu.edu  
806-291-1000

Contact for Interpretation: Vice President of Academic Affairs

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This policy statement supersedes all previous policy statements on this subject.

### Revisions:

- 08/14/2017 Revision-title changes
- 01/12/2015 - Revision-new title and complete policy rewrite
- 02/27/2009 Revision-title change
- 04/25/2007 Revision-title change
- 04/11/2007 Review
- 06/31/2005 Review
- 03/31/2005 Revision-minor changes
- 10/01/2004 Revision-links removed
- 09/15/2004 Reissue as 6.1.7
- 09/15/2004 Revision-title change, policy links added
- 06/11/2004 Inception as policy 8.1.19