



### **Information Privacy Policy**

Our Lady of the Lake University (OLLU) is committed to protecting your privacy. Any information you voluntarily provide to us through an OLLU website such as email address, name, or phone number will never be sold or traded to other colleges, universities, nonprofit organizations, or businesses. OLLU might use this information to inform you of changes to that website or to provide you other news and information about that site that we believe would be of interest to you.

### **Information gathered automatically**

Unless you take steps to browse the Internet anonymously, OLLU, similar to most institutions and organizations on the Internet, tracks web browsing patterns to inform our understanding of how our sites are being used. Information is collected through the use of “cookies.”

A cookie is a small piece of information sent by a web server to be stored on a web browser so that it can be read back later from that browser. The cookie is a text file saved in the browser's directory and stored in RAM while the browser is running. The cookie may also be stored on the computer's hard drive once a user logs off from that website or web server.

OLLU and authorized third-party service providers collect information about users' activities and experiences while visiting an OLLU website. Examples of tools that collect such information include but are not exclusive to: browser cookies, web beacons, flash cookies, tracking pixels, and similar technologies.

OLLU uses data gathered about website activity (e.g., demographic data, browser type, IP address, pages visited, the day and time of visit) to target users for certain types of content, or to match up with email subscriber lists and/or to provide a better user experience. For example, to recognize new visitors to OLLU websites, recognize past users, better understand the interests of users and website visitors, and to improve the website to enhance the visitor experience. We also use cookies to enable us to send you messages about OLLU, which will be based on your visits to our website, when you are visiting either our website or other websites.

Cookies can be managed through browser settings. To learn more, refer to the support instructions for each browser you use (examples: [Firefox](#), [Chrome](#), [Safari](#), or [Internet](#)

[Explorer](#)). Be aware that disabling or deleting cookies can impact your ability to use certain features of a website. If disabling or deleting cookies, repeat this process for each browser and computer used. Note that cookies used by [Adobe Flash](#) cannot be controlled by browser settings.

OLLU will treat any personally identifiable information that is collected on this website in a secure manner.

Some sections of OLLU owned websites use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies to help us analyze how users use our sites. The information generated by the cookie about your use of the website includes your IP address. This information will be transmitted to and stored by Google on its servers. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to Internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Please visit the following pages for more information on [Google Analytics Terms of Service](#) and [Google's Privacy Policy](#).

### **Information you provide to us**

To communicate effectively with visitors to our website, we may ask you for personally-identifiable information that can include, by way of illustration, name, email address or phone number. OLLU will never sell or trade personally-identifiable information you voluntarily provide to us such as name, email address or phone number, to other colleges, universities, nonprofit organizations, or businesses unless one or more of the following conditions apply:

- We are sharing such information in response to subpoenas, court orders, or legal processes

### **External links**

Some OLLU websites may contain links to external websites not owned by, or officially affiliated with, OLLU in any way. OLLU is not responsible for the privacy practices or the content of such websites.

### **Contact information**

If you have any questions about this privacy statement or the practices of this website, you can contact: Our Lady of the Lake University Marketing and Communications Office at 210-434-6711.