

# High Point University Website Privacy Policy

**Last Updated: January, 20 2025**

## **1. Overview**

High Point University operates the <http://www.highpoint.edu/> website and other websites linking to this Privacy Policy (collectively, the “Website”).

This Privacy Policy describes the personal information we collect via the Website, how we will use such personal information, who we may disclose it to, and your rights and choices in relation to your personal information.

When we use the term “personal information,” we use this term to describe information that may be used to identify you.

## **2. What Personal Information Do We Hold About You?**

### *Information You Provide to Us:*

We collect personal information about you in the course of providing the Website to you. You may provide personal information to us in a variety of ways, such as when you request information from us, schedule a campus tour, submit an application, make a donation, or participate in our blogs or discussion boards. The categories of personal information we collect will depend on how you interact with our Website.

### *Students, Prospective Students, and Applicants:*

If you are an applicant for admission, certain required and optional information is collected when you submit the online application. You will be redirected to the third-party application platform for completing your online application. This platform’s privacy policy applies to your information. We also retain application information for enrolled students.

### *Third-Party Processing:*

If you make a deposit, tuition payment, or donation, you will be directed to third-party processors. We do not store payment information, and the privacy policies of those processors apply.

### *Parents, Families, and Alumni:*

We may collect and hold personal information about you, including contact details (e.g., name, email, phone number, address, username), when you sign up for our online community.

### *Job Applicants:*

If you apply for a job, you will create an account. You will also provide personal information such as your full name, email, phone number, address, employment and education history, and more.

### *Website Visitors:*

You may navigate our Website without providing contact information. If you communicate with us via forms, emails, or chats, we may retain that information to respond.

## **3. Collection of Personal Information**

We may collect technical and online activity information about you, such as your IP address, operating system, browser type, website usage statistics, and pages visited, to improve your experience and ensure proper website functionality.

#### **Cookies:**

We use cookies to collect data on website usage, improve your experience, and present relevant content. You can manage your cookie settings at any time.

#### **4. Use of Personal Information**

We use your personal information for the following purposes:

- To respond to inquiries and requests
- To communicate about programs, events, and services
- To process job applications and donations
- To analyze website usage and improve the Website
- To comply with legal obligations

#### **5. Sharing Personal Information**

We may share personal information with service providers, professional advisers, government authorities, and third parties when required by law. This includes sharing information for administrative functions such as processing applications, payments, and donations.

#### **6. Data Retention**

We retain personal information as long as necessary for the purposes outlined in this policy and to comply with legal obligations.

#### **7. Rights of Individuals in the European Union (EU) and Other Countries**

If you are located outside of the United States, your personal information will be transferred and stored in the United States. You have the right to request access to or correction of your personal data in accordance with applicable laws, such as the General Data Protection Regulation (GDPR).

#### **8. Children's Privacy**

The Website is not intended for children under 13. We do not knowingly collect personal information from children under the age of 13. If we learn that we have inadvertently collected personal information from a child under 13, we will delete such information as soon as possible.

#### **9. California Privacy Rights**

If you are a California resident, you have the right to request details on how your personal information may be shared with third parties for direct marketing purposes. We do not sell personal information to third parties for direct marketing, but you can contact us for further inquiries.

#### **10. Do Not Track (DNT) Signals**

We do not currently respond to Do Not Track (DNT) signals. You can disable tracking features by adjusting your browser settings.

#### **11. Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Any changes will be posted on the Website, and the updated Privacy Policy will take effect immediately.

## **12. Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us at [webteam@highpoint.edu](mailto:webteam@highpoint.edu).