

## UNIVERSITY OF ARIZONA'S ARIZONA MOBILE PRIVACY POLICY

Last Updated: January 3, 2017

This Privacy Policy explains how information about you is collected, used and disclosed by the University of Arizona (“**University of Arizona**,” “**we**,” or “**us**”) when you access or use our website, mobile applications and related online services (collectively, the “**Services**”), or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice such as sending you a notification through our Services. We encourage you to review the Privacy Policy whenever you access our Services or otherwise interact with us to stay informed about our information practices and the ways you can help protect your privacy.

### **Collection of Information**

#### **Information You Provide to Us**

We collect information you provide directly to us via the Services. For example, we collect information when you login with your NetID. The types of information we may collect include your name, email address, class information, grades, and your phone's account information.

#### **Information We Collect Automatically**

When you access or use our Services, we automatically collect information about you and we may associate it with information that you provide directly to us. For example, we may collect:

- **Log Information:** We collect log files in connection with your use of our Services, including the type of browser you use, access times, pages viewed, your IP address, the page you visited before navigating to our website, and your interactions with our Services.
- **Mobile Device Information:** We may collect information about the mobile device you use to access our Services, including the hardware model, operating system and version, device identifiers, mobile network information and information about your use of our Services.
- **Information Collected by Cookies and Other Tracking Technologies:** We and our service providers use various technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our website and your experience, see which areas and features of our website are popular and count visits. Web beacons are electronic images that may be used on our website or in our emails and help deliver cookies, count visits and understand usage and campaign effectiveness. For more information about cookies, and how to disable them, please see “Your Choices” below.

### **Information We Collect From Other Sources**

We may also receive information about you from other sources and link or combine that with information we collect about you.

### **Use of Information**

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services;
- Send you technical notices, updates, security alerts and support and administrative messages;
- Respond to your comments, questions and requests and provide customer service;
- Communicate with you about events, services, promotions, contests and other news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.

The University of Arizona is based in the United States. By accessing or using our Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries, where you may not have the same rights as you do under local law. Where this is the case, we will take appropriate measures to protect information about you in accordance with this Privacy Policy.

### **Sharing of Information**

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With The University of Arizona and the University of Arizona Foundation for their use in connection with communications, fund-raising and other related purposes;
- With third party vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of the University of Arizona or others; and

- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

## **Your Choices**

### **Online Account Information**

You may update or correct your online account information by logging into your account and updating your profile.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

### **Mobile Push Notifications/Alerts.**

With your consent, we may send push notifications or alerts to your mobile device. You can elect to stop receiving these messages at any time by changing the notification settings on your mobile device.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us at [mobilematters@list.arizona.edu](mailto:mobilematters@list.arizona.edu).