

Privacy Notice

Overview

The **Enter Department name** recognizes and values the privacy of the university community members and its guests and strives to be leaders and set the standard in which we manage personal information.

In principle, the **Enter Department name** strives to:

- Collect, store, and use the minimum amount of personal information that is necessary for its legitimate business purposes, and to comply with legal obligations.
- Take reasonable steps to ensure the personal information managed is accurate and up-to-date.
- Limit who has access to the personal information in our possession to only those who need it for a legitimate, specific purpose.
- Protect personal information through appropriate physical and technical security measures tailored to the sensitivity of the personal data we hold.
- Communicate with our students, faculty, employees, suppliers, partners, and others about how we use personal information in our day-to-day operations.
- Transparency is one of our core principles for using personal information for the purposes for which it was collected
- Provide opportunities to control personal information, as permitted by applicable United States and other laws.
- Integrate privacy in the design of our activities when that involves the use of personal data.

Scope

This scope of this notice applies to our practices for gathering and disseminating information related to **Enter department name main website (umd.edu)**. It is meant to provide an overview of our activities that require the processing of personal information and our approach to protecting privacy. Please be advised that specific schools, departments, units, clubs, and other groups may have specific privacy notices for their activities related to their collection and processing of your personal information.

Our Accountability

At Enter department name, we strive to appropriately manage, secure, and keep private and confidential the personal data entrusted to us.

How We Collect Information

Enter department name collects personal information in the following circumstances:

- Direct Collection: When provided it to us, such as when one signs up for a newsletter on one of our websites.
- Automated Processes: Through automated processes. This includes information provided us through technology, such as through a cookie placed on computers when a website is visited.
- From Others: We receive information from other organizations for legitimate, specific purposes (for example, transcripts for admissions purposes).

Our goal is to limit the information we collect to the information needed to support our business.

Information We Collect **Add or remove data collected**

During a user visit to umd.edu, we automatically collect and store certain information about the visit.

Information collected includes:

- The Internet domain from which a visitor accesses the website

- The IP address assigned to the visitor's computer
- The type of browser the visitor is using
- The date and time of visit
- The address of the website from which the visitor has linked to umd.edu

Add or remove information collected

In addition, **Enter department name** collects information from users that visit umd.edu or through University of Maryland contracted-for third-party advertising and marketing providers (ex: Google Analytics, and Google Adworks). Information collected may include:

- Content viewed during the visit
- Date and time of visit
- Amount of time spent on the website
- Visitor location based on IP address
- Demographic information

Enter department name website also may provide opportunities for site visitors to voluntarily provide personally identifiable information, such as their email address, name, telephone number or street address.

How This Information Is Used [Edit](#)

Enter department name collects and uses information about user visits to allow the university to monitor website performance, make improvements to site navigation and content, and better market to prospective students and other audiences.

The university may also collect and use personal information provided by site visitors for educational programs (e.g., related to admission), administrative purposes (e.g., related to employment), or university engagement (e.g., attending a university sponsored event).

We may occasionally process other personal information for other legitimate and specific purposes. When these situations occur, we will endeavor to inform users of such occasional processing activities, since transparency is one of our core principles for using personal information for the purposes for which it was collected.

With Whom This Information Will Be Shared

Enter department name does not sell or rent your personal information. We may, however, share your personal information in limited circumstances, such as with service providers that support business activities. We require our service providers to keep your personal information secure. We do not allow our service providers to use or share personal information for any purpose other than providing services on our behalf.

We may also share personal information when required by law, or when we believe sharing will help to protect the safety, property, or rights of the university, members of the university community, and university guests. Unless otherwise notified by the collecting office, information provided to the university may be shared among offices within the university and with the University System of Maryland and outside entities as necessary or appropriate in the conduct of legitimate university business and consistent with applicable law. Because the university is a state educational institution, such information may also be subject to disclosure under the [Maryland Access to Public Records Act](#)

(Public Records Act). Individuals may inspect and/or correct their personal information as provided by the Public Records Act or applicable university policy. The university is also subject to the disclosure requirements of the Federal Family Educational Rights and Privacy Act.

The **Enter Department name** privacy notice has been integrated with the [University of Maryland Privacy Notice, the terms of which are included herein through this reference.](#)

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