

## Privacy Notice

### Overview

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

In principle, the University of Maryland strives to:

- Collect, store, and use the minimum amount of personal information 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 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 the University of Maryland 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 the University of Maryland, we strive to appropriately manage, secure, and keep private and confidential the personal data entrusted to us.

### How We Collect Information

The University of Maryland collects personal information in the following circumstances:

- Direct Collection: When provided 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

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

In addition, the University of Maryland 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

The University of Maryland's 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**

The University of Maryland 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,

#### **With Whom This Information Will Be Shared**

The University of Maryland 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](#).

### **Cookies**

To enhance your experience, we may place “cookies” on your computer or device. Cookies are files that store your preferences. When you access umd.edu, the following cookies may be placed on your device, depending on your web browser settings. Our website uses the following types of cookies:

#### **Google Analytics Cookies**

**Purpose:** Google Analytics cookies count visits and traffic sources in order to measure and improve the performance of our website. See details about Google Analytics’ [usage of cookies on websites](#) and [privacy policy](#).

**Opt-out:** You can opt out of Google’s add personalization from Google Ads [Settings](#). Find out more about managing [cookies through your browser](#).

**Browse in private:** If you don’t want Google Chrome to remember your activity, you can browse the web privately in [Incognito mode](#).

#### **Social Media Plugins**

Some of the pages on our website have embedded social media sharing buttons. Social media platforms use cookies or other tracking technologies when a button is embedded on our website. We do not have access to or control of any information collected through these buttons. The social media platforms are responsible for how they use your information. For specific privacy controls on how these buttons track how users access our website, see the cookies policies of [Twitter](#), [Facebook](#), [Pinterest](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

#### **How Information Is Secured**

The University of Maryland recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. The University of Maryland strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

#### **Privacy Notice Changes**

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.

#### **Who to Contact with Questions or Concerns**

If you have any concerns or questions about how your personal data is used, please contact our Privacy Committee at [umd-privacy@umd.edu](mailto:umd-privacy@umd.edu)

#### **RETENTION PERIOD**

We strive to keep personal data in our records only as long as they are necessary for the purposes they were collected and processed. Retention periods vary and are established considering our legitimate purposes and all applicable legal requirements.

#### **NOTICE SPECIFIC TO RESIDENTS OF THE EUROPEAN UNION**

If you are in the EU and you interact with the University of Maryland in the context of this website, then our processing of your personal information may fall under [Regulation 2016/679 \(the General Data](#)

[Protection Regulation, or the “GDPR”](#)) and under the legal framework of Directive 2002/58/EC (“ePrivacy” Directive). In these circumstances and as applicable, the University of Maryland may be the controller of the processing of your personal data. Please see also [privacy.umd.edu](http://privacy.umd.edu) for more information.

## **TRANSFERS**

When you interact with the University of Maryland, personal information is transferred to the United States. The United States is not currently among the countries outside the European Union that have obtained an adequacy decision from the European Commission reflecting an adequate level of data protection. To enable a lawful transfer of personal data from the EU, the University of Maryland relies on the derogations laid out in Article 49 GDPR. Be advised that we provide safeguards for the information transferred, as required by the GDPR itself and in accordance with this website privacy notice.

## **LEGAL BASIS FOR PROCESSING**

When we process personal information, we will endeavor to have a valid lawful ground for processing in place. We process personal information relying on different lawful grounds for processing, depending on the context of the processing activity.

Specifically, the personal data initially collected from UMD applicants are collected and processed as it is necessary for the performance of the contract under which the university provides related services and/or employment. Thereafter the continued collection and processing of personal data of enrolled students or employees of the University of Maryland is undertaken where it is necessary for legitimate interests pursued by the university or a third party (in such case, the legitimate interests will relate to the efficient, lawful, and appropriate delivery of services, and will not operate to the detriment of the rights of individuals); for the purposes of the performance of a legal obligation; where necessary to protect your vital interests (e.g., the safety and well-being) or those of another party; where it is necessary for performing a task in the public interest or in the exercise of official authority (e.g., a disclosure for the benefit of public health concerns); or as it is necessary for the performance of the contract. If one of these lawful bases do not apply, we will seek the consent of the EU resident to whom the personal data belongs.

## **SPECIAL CATEGORY DATA**

“Special Category Data”, also known as sensitive personal data, is subject to additional controls. This includes data concerning racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data, sex life or orientation, and health data.

We hold such data with respect to EU residents who are applicants to, enrolled students of, or employees of the University of Maryland in order to implement and manage services and processes including but not limited to recruitment, administration, registration, examinations, graduation, academic and extra-curricular programs and activities, accommodations, support, counseling, health care, career counseling, training, professional development, certification, and other services. Without this information, the university might not be able to provide its services to these individuals or to others. Such information is transmitted between and among university units for operational reasons as is necessary and appropriate for the intended purposes.

When the University of Maryland processes an EU resident’s Special Category Data, and where the EU resident has not made the information public, we will seek and must obtain your (the EU resident’s)

explicit consent unless we require the data for (1) the protection of your vital interests or those of another person; (2) the exercise or defense of a legal claim; (3) a substantial public interest; or (4) the purposes of medical or health care.

## **YOUR RIGHTS**

The University of Maryland is committed to facilitating the exercise of the rights granted to you by EU data protection law (the right to access your data, to ask for erasure, correction, restriction, portability of your data or to object to the processing of your data) in a timely manner for personal information that properly falls under the GDPR.

In order to be able to reply to requests for the exercise of rights, and if we are not certain of your identity, we may need to ask you for further identification data to be used only for the purposes of replying to your request. If you have any inquiries or requests, please write to [privacy@umd.edu](mailto:privacy@umd.edu).

We strive to promptly respond to requests and will do our best to address your concern. However, if you believe we have not been able to deal with your concern appropriately, you have a right to complain to your local data protection authority. You also have the right to submit a complaint in the member state of your residence or place of work of an alleged infringement of the GDPR.