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<b>Originating Office:</b>	Marketing & University Relations
<b>Responsible Executive:</b>	Vice President for Marketing and Enrollment
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# Web Privacy

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## I. REASON FOR THIS POLICY

The University of South Dakota (USD) supports the privacy of confidential information submitted by students, employees and visitors who visit our official University website.

This policy does not apply to websites that are created and maintained for purposes other than conducting official University business such as personal or organizational websites created by individual faculty, staff or students using resources made available within our university domain.

## II. STATEMENT OF POLICY

**South Dakota Open Records Law.** The University of South Dakota does not actively share personal information gathered from our Web servers. However, because The University of South Dakota is a public institution, some information collected from official websites may be subject to the South Dakota Public Records Law, SDCL § 1-27.

**FERPA.** The University of South Dakota complies with the Family Educational Rights and Privacy Act (FERPA), which says that with several exceptions, schools must have a student’s consent prior to the disclosure of education records. For more information on FERPA see the Student Records Policy.

**Information Collection.** It is USD’s policy to collect the least amount of personally identifiable information required to fulfill its required duties and responsibilities, to complete a particular transaction or as required by law.

For site administration, USD collects information, other than personal information linked to a particular individual, for analysis and statistical purposes of website navigation. Tracking technologies may record information such as Internet domain and host names; Internet protocol (IP) addresses; browser software and operating system types; click stream patterns; dates and times that our site is accessed, and search terms used on our search engines.

This information is used to help diagnose problems, assess what information is of most interest, determine technical design specifications, identify system performance and/or problem areas, and other administration functions.

**Information Voluntarily Provided.** Web visitors choose whether or not to provide personal information to the University of South Dakota via the website. If visitors choose not to provide personal information, certain options, offers and services may be inaccessible on USD websites.

**Third Party Services.** On our behalf, third parties may provide certain services available on the University of South Dakota website. USD may provide information, including personal information, collected on the Web to third-party service providers to help us deliver programs, products, information and services. USD takes reasonable steps to ensure that these third-party service providers are obligated to protect personal information on our behalf.

**Links to Other Websites.** Links to other websites are provided as a convenience. We do not control these sites and resources, do not endorse them, and are not responsible for their availability, content, or delivery of services. In particular, external sites are not bound by the university's online privacy policy; they may have their own policies or none at all. Often you can tell you are leaving a university website by noting the URL of the destination site.

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### III. DEFINITIONS

Not Applicable.

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### IV. PROCEDURES

None.

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### V. RELATED DOCUMENTS, FORMS AND TOOLS

Board of Regents Acceptable Use of Information Systems Policy 7:1  
(<https://www.sdbor.edu/policy/documents/7-1.pdf>)