

## **Online Privacy Statement**

Tulane University's A. B. Freeman School of Business respects your privacy and is committed to protecting it. The Freeman School provides this Privacy Statement to inform you of our Privacy Policy and practices and of the choices you can make about the way your information is collected online and how that information is used. Our web sites are generally structured so that you can visit us on the web without identifying yourself or revealing any personal information. We make this notice readily available on our web sites.

### **Sites covered by this Privacy Statement**

This Privacy Statement applies to all official web sites managed by the Freeman School. This statement is not applicable to web sites managed by individual staff, faculty, researchers, students, student organizations.

Some Freeman School web pages may provide links to third-party web sites for your convenience and information, and if you access those links you will leave the Freeman School web site. The Freeman School does not control those sites or their privacy practices, which may differ from the Freeman School's. We do not endorse or make any representations about third-party web sites. The personal data you choose to give to unrelated third parties is not covered by the Freeman School Privacy Statement. We encourage you to review the privacy policy of any web site before submitting your personal information.

### **Types of information we collect**

Personal information is information that is associated with your name or personal identity. The Freeman School uses personal information to better understand your interests. Once you choose to provide us with personal information, it will only be used to support your relationship with the Freeman School. The Freeman School will not sell, rent or lease your personal information to others.

Non-personal information is data about usage and service operation that is not associated with a specific personal identity. The Freeman School collects and analyzes non-personal information to evaluate how visitors use Freeman School web sites.

Non-personal data we collect may include the pages visited on Freeman School web sites, unique pages visited, browser type and network address. Most non-personal data is collected using cookies or other technologies. The Freeman School web pages use cookies data analysis and personalization services. The Freeman School also places advertisements on other web sites that may use cookies.

### **How we use your information**

The Freeman School uses your personal information to help us better understand your needs and interests. Specifically, we use your information to communicate with you, to provide information, and to personalize some Freeman School web sites.

Personal data collected online may also be combined with information that you provide to the Freeman School through other sources such as information sessions or requests for information.

Non-personal data is aggregated for reporting about the Freeman School web site usability, performance and effectiveness. It is used to improve the site's usability and content.

### **Who we share your information with**

The Freeman School will not sell, rent or lease your personal information to others. The Freeman School will not share your personal information with third parties except in responding to your requests for products or services.

The Freeman School contracts with third-party service providers and suppliers to deliver services. Service providers are required to keep confidential the information received on behalf of the Freeman School and may not use it for any purpose other than to carry out the services they are performing for the Freeman School.

### **Keeping your information secure**

The Freeman School is committed to protecting the information you provide us. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, The Freeman School has in place appropriate physical and managerial procedures to safeguard the information we collect.

We use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive information. SSL encryption is designed to make the information unreadable by anyone but us. This security measure is working when you see either the symbol of an unbroken key or closed lock (depending on your browser) on the bottom of your browser window.

### **Changes to this Statement**

If there are updates to the terms of the Freeman School's Online Privacy Statement, we will post those changes so that you will always know what information we collect online and how we use it.