Ohio Administrative Code
Rule 3341-6-49 BGSU web privacy policy.
Effective: September 8, 2016

(A) Policy statement and purpose

Bowling Green state university (BGSU) uses best industry practices for website user privacy. This policy shall guide developers and users regarding website privacy guidelines for BGSU.
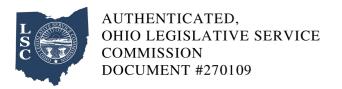
(B) Policy scope

This policy applies to webpages that are developed and maintained by BGSU. The university is not responsible for unofficial pages (i.e. those belonging to individual faculty or other staff members).

In addition, some webpages maintained by BGSU contain links to external websites. BGSU is not responsible for any content, availability or privacy policies of such non-BGSU sites.

(C) Policy

(1) Personal information

(a) At times BGSU may require contact information (i.e. name, address, email address, ZIP code and country of residence) to be provided when requesting information about college programs and services. This contact information is used to provide you with the specific information you requested. Occasionally, you may receive subsequent notifications of important information regarding the programs or services for which you made your initial inquiry.

(b) A users browser sends us a variety of information such as IP (internet protocol) address, browser session, SSL encryption and URL (uniform resource locator). This information lets us know how the user is finding our site and which pages they have visited most often. All of this is used to improve the navigation of the site and to make it more useful for our visitors.

(c) In addition to the information provided by the browser, we also collect information that the user voluntarily provides when filling out any information request or an application for one of the programs featured on our site.

(2) Online advertising

(a) Certain BGSU websites utilize the Google AdWords marketing service to advertise on third-party websites (including Google). Third-party vendors use cookies to serve ads based on someones past visits to the BGSU website. Any data collected will be used in accordance with our own privacy policy and Googles privacy policy.

(b) Users can set preferences for how Google advertises to them using the Google ad preferences page found here: https://www.google.com/settings/u/0/ads/authenticated. In addition, you can opt out of interest-based advertising on this same webpage.

(3) Consent

By using the official BGSU website, you consent to the collection and use of information discussed above as described in this policy.