



LONG ISLAND UNIVERSITY

AMERICAN OPINION PANEL

PRIVACY POLICY

PURPOSE

Long Island University is committed to ensuring the confidentiality of personally identifiable information provided by its employees, students, and American Opinion Panel participants as required by law.

STATEMENT OF POLICY

Under certain circumstances, personally identifiable information may be subject to disclosure pursuant to Federal and/or state law. In these cases, the University may disclose information to third parties when such disclosure is required or permitted by law.

It is the policy and practice of Long Island University to collect the least amount of personally identifiable information necessary to fulfill its required duties and responsibilities, complete a particular transaction, deliver services, or as required by law. This applies to the collection of all personally identifiable information regardless of source or medium. Information provided should only be shared with members of the University community who have a need to know in order to provide services or conduct University business. The University may share personally identifiable information with other individuals or organizations that provide services to the University. The University requires these third parties to protect personally identifiable information it receives pursuant to this policy and applicable law. The University will take reasonable and appropriate measures to protect personally identifiable information from unauthorized access or disclosure.

Individuals may choose not to provide information to the University via the Internet. Most University websites may be accessed without providing personally identifiable information, however some options or special services may require the submission of personally identifiable information.

No data transmitted over the Internet can be guaranteed to be 100 percent secure. While the University strives to protect personal information, it cannot ensure or warrant the security of any information transmitted to the University.

PROCEDURES

Information other than personally identifiable information may be collected from the Internet for analysis, marketing and statistical purposes. Such information may include panel surveys, user visit logs, network traffic logs, and small text files known as “cookies” used to assess website activity. Information collected from the Internet may be used, for example, to diagnose problems, assess what information is of most interest, determine technical design specifications, and identify system performance and/or problem areas.

POLICY TYPE: COMPLIANCE