Office of Computing and Communications Services

The purpose of an Information Technology Standard is to specify requirements for compliance with Old Dominion University Information Technology policies, other University policies, as well as applicable laws and regulations. Standards may include business principles, best practices, technical standards, migration and implementation strategies, that direct the design, deployment and management of information technology.

Information Technology Standard: Internet Privacy Standard
Reference Number: 02.1.0
Date of Current Revision or Creation: December 2012

A. PURPOSE

The purpose of this standard is to provide the University community and the public with information on Internet privacy practices for www.odu.edu.

B. DEFINITIONS

Cookies are packets of information sent by a server through the Internet and back. Cookies do not identify a person but do identify a combination of the PC and browser.

Personal Information is any piece of data that can potentially be used to identify a single person.

University Web Site is any site sponsored by Old Dominion University. This category includes odu.edu sites, sites stored on the University's central Web servers or sites outsourced to other providers.

C. STANDARDS STATEMENT

The Internet Privacy Statement, as noted below, is intended to be posted on the www.odu.edu home page and on all other odu.edu pages that collect personal information. The statement explains Old Dominion University’s Internet privacy practices but shall not be construed as a contractual promise.

Internet Privacy Statement
Old Dominion University is concerned about the privacy of the people that use our websites. Information is collected and used as needed for operational and technical support purposes as outlined in this standard.

We reserve the right to amend our Internet Privacy Statement at any time without notice.
Governing Laws
ODU protects records in accordance with our obligations as defined by applicable Virginia statutes, including, but not limited to, the Virginia Privacy Protection Act of 1976, the Virginia Freedom of Information Act, and by any applicable U.S. federal laws.

Links to other websites
The Web site may contain links to other public or private Web sites, whose privacy practices we do not control. ODU does not take responsibility for the privacy practices of those Web sites or their content practices. You should check each Web site in order to understand its privacy policy.

Information we collect
Routing information - the Internet domain and Internet address of the computer you are using.
Essential technical information - identification of the page or service you are requesting, type of browser and operating system and the time and date of access.
Nonessential technical information – the Internet address of the website from which you linked directly to our website.
Optional information - when you send email, we collect your name, email address and the content of your email. When you complete online forms, we collect the data you choose to submit and confirm.

How information is collected and used
In general, users may visit the Old Dominion University website without being asked to share personal information. There are times, however, when personal information must be collected. There is no legal requirement for you to provide any information at our website. You should also be aware that it may not be possible to complete business transactions using this Web site without this personal information. As an example, ODU may require your e-mail address in order to communicate with you. In providing information to ODU through this Web site, you are agreeing to make such information available to the University so that it can meet its educational and business objectives.

The following information further clarifies how the University may use personal information:

Fulfilling a Request - When requesting information or services from the University, the information you provide will be used in order to satisfy that request. Information may be shared with a third-party to provide indirect support in fulfilling your request.

Account and Login Information - When you use certain university Web sites, log on and account information may be collected and used by the web site to authenticate your identity so that you may receive a variety of information resources and services. The Web site does not maintain copies of this account and log on information; it is ephemeral, meaning that is only used to validate your identity so that you can obtain the information or services you requested.

Usage Information - ODU routinely analyzes usage patterns on the Web site in order to better provide services to Internet users, primarily students, faculty and staff of the University. As an example, we routinely collect Web pages access information, domain names where web pages are accessed, time of day, and the version of the browser used. This information is used to provide a better Web browsing experience for people who use of Web servers the University maintains.
Use of “Cookies” - This Web server makes use of "cookies." A cookie is a small piece of information (or data) that the Web server may send in your Internet browser, which is usually stored on your computer. Cookies are designed to improve your Web browsing experience and to make the web site more useful. However, you may choose to disable cookies from your Internet browser. This may affect Web site functionality for you.

D. PROCEDURES, GUIDELINES & OTHER RELATED INFORMATION

Federal and State Law
Policy 3505 Security Policy

E. HISTORY

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