

# Auburn University Foundation and Auburn University Real Estate Foundation Privacy Policy for the United States

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## **Introduction and our Commitment to Privacy**

The Auburn University Foundation (“AUF”) and the Auburn University Real Estate Foundation, Inc. (“AUREF”), (hereinafter collectively referred to as the “Foundation”) have made a commitment to safeguard your personally identifiable information. This policy applies to the processing of data belonging to citizens of the United States and/or other nations which have enacted substantially similar policies to the United States.

## **Information We Collect**

We collect information, including any personally identifiable personal information that you provide us, including but not limited to: name, address, gender, e-mail address, telephone number, net worth, age, estimated income level, interests, data available to the public on social media, and fax number. On occasion we may collect bank information such as credit or debit card information. This financial information is only collected when you make a gift to the Foundation, so that the transfer of gift may be accomplished. We do not store this particular financial information.

## **How We Use the Information**

We collect information about you in a number of ways and at different points of contact with the Foundation. These collection points may include, but are not limited to, when you make a gift, subscribe to one of our newsletters (online or regular mail—we need an address to send you our

newsletter), respond to a poll or survey, contact us with a question, comment or suggestion, or attend a Foundation sponsored event. We may also collect information from other sources not directly connected to the Foundation. These sources may include social networks with whom you reference us, and publically available sources such as open government databases or other public domain data.

We process this data so that we may tailor our contact with you to fit your specific interests. We try to limit contact to that which we believe you will find helpful, entertaining or otherwise pertinent to your interest in the Foundation and the Auburn family. We may save and remember any preferences you set while visiting one of our websites. We may send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative information. We may also send you information about the particular school at Auburn that you attended, requests for donations to the Foundation and invitations to events we are hosting.

### **Collection and Sharing of Information by and between Third Parties**

Some of our web pages contain links to other members of the Auburn family of Foundations and Auburn University. These third party sites may have services and privacy policies which differ from ours. You should always read their privacy policies to ensure that you understand their privacy practices.

We may share your information among certain third parties which are closely related to and share similar goals with the Foundation. For example, we may share names and addresses with Tigers Unlimited, or the Dean of a certain school at Auburn University, so that you may be invited to an event they are having in support of a program or school that operates within another foundation related to or school at Auburn University.

We will only share your information if we believe it is necessary to the furtherance of your enjoyable connection to the Foundation and its stated goals, as required by law, or in furtherance of a contractual obligation we may have to you.

### **Cookies and other Tracking Technology**

**A cookie is a small file placed onto your device that enables features and functionality. The information contained in a cookie typically includes information collected automatically by the web server and/or information provided voluntarily by the user.**

**The Auburn University Foundation websites utilize a technology known as Google Analytics. This technology places cookies on user computers that allow us to gather general statistics regarding how our websites are used. For example, if we know what browser software and screen resolution our users are utilizing, we are better able to design web pages that suit our users. The statistics we generate are aggregate. We do not track the usage patterns of individual users.**

**Please visit the Google Analytics website for more information.**

**If you choose not to accept cookies from our site using the consent banner, our website will create an opt-out cookie which will be stored in your browser folder which will block future Google Analytic cookies from being installed on your browser from our website. You can also manage cookies by activating the setting on your Internet browser that allows you to refuse the setting of all or some cookies. If you turn off cookies, this may change your browsing experience in some cases. Google Analytics also offers a browser add-on (available for most browsers) which allows users to prevent their data from being used by their services across all sites.**

### **Accessing, Correcting, or Updating Your Personal Information**

It is important to the Foundation that you are able to readily correct or update any information we may have about you. You may email us at [aurecords@auburn.edu](mailto:aurecords@auburn.edu), call us at (334) 844-2944, or send a request via U.S. Mail to Auburn Records, 317 South College Street, Auburn, Alabama, 36849, to request a copy of your information and/or to request a correction of part or all of your information. Please review, update and correct any information that we maintain about you.

You have the right to ask us not to process your information for marketing, and you may withdraw your consent to have your information processed at any time.

### **Maintenance of Personal Information**

We take every technical, administrative, and physical step that is reasonably possible to ensure that your information is not breached while being processed by our systems. We attempt to only collect personally identifiable information as necessary, and only store this data for so long as is necessary. Even with all of our efforts to maintain your data in a correct and safe form, and only disclose your data to others either within the Foundation or within the Auburn family on a very strict need to know basis, no one is completely safe from hackers and your information could at some point be accessed without our authorization. If this is the case, and we believe harm may come to you because of this unauthorized access, we will notify you as soon as the authorities allow so that you may also take any necessary steps to safeguard your information.

We store this information for as long as we deem necessary to fulfill any obligations we may have to you, or for as long as you remain an important part of the Foundation's family of parties

interested in the Foundation and Auburn University and the educational, scientific or athletic interests Auburn maintains.

### **How to Contact Us**

If you have any questions or concerns related to this Privacy Policy or our data processing practices, you may email us at [aurecords@auburn.edu](mailto:aurecords@auburn.edu), call us at (334) 844-2944, or send a request via U.S. Mail to Auburn Records, 317 South College Street, Auburn, Alabama, .

You may also contact our Information Security Officer at [aufsecofr@auburn.edu](mailto:aufsecofr@auburn.edu).