

Effective: March 27, 2023

**I.T. Policy
WEBSITE PRIVACY POLICY**

**Approved: March 27, 2023
President's Cabinet**

What Are Cookies?

Cookies are small pieces of data containing text sent from a website to your computer or mobile device, where they are stored locally. They can uniquely identify your internet browser (like Google Chrome or Apple Safari) or device to help us enhance your user experience and provide additional functionality. They can be used for storing preferences, protecting your data, tracking geolocation, and targeting advertising. We use cookies on our website(s), so please read the following cookie policy to understand what cookies are used, how you can manage this, and how to contact us for any questions or complaints.

Why Do We Use Cookies?

We use cookies to get a better understanding of how you use our website and interact with content. We may use cookies for remembering your language preferences or not requiring you to sign in every time you visit the website. These cookies may also track your geolocation so that we can offer information specific to your location. Also, we may use your usage data to provide targeted advertisements.

What Kind of Cookies Are Used?

Millersville University uses both first-party and third-party cookies on our website.

The first-party cookies used are issued by the millersville.edu domain. They serve many purposes (outlined in the “Types of Cookies” section below), generally to render basic website functionality, location preferences, and more.

In addition, third-party cookies belonging to other parties, including business partners and service providers, are used by the website. The cookies (outlined below) are used for advertising, and more. Specifics on these cookies are outlined in the “Third-Party Cookies” section below.

Types of Cookies

In general, there are four categories of cookies that millersville.edu uses:

- **Strictly Necessary Cookies:** These cookies are essential to the basic functionality of the website, such as to access secure areas of the site and to log on to your user account.
- **Functionality Cookies:** These cookies help us to tailor the website to provide enhanced features and content based on how you have used the website previously and set up other customization, such as language preferences, remembering usernames, and geolocation. The information tracked by these cookies may be anonymous and not used to track your browsing activity on other sites.
- **Analytical Cookies:** These cookies collect information about how you use our website. The cookies tell us which pages you visit, how often, errors encountered, and how we can improve your experience. These are generally collected for statistical purposes and do not contain personal information, such as name or email address.
- **Targeting and Advertising Cookies:** These cookies provide information about user interaction with our content to help us and third parties (including advertisers) deliver relevant advertisements and to measure the effectiveness of advertising campaigns. However, these cookies are anonymous and cannot be linked to your user account.

Third-Party Cookies

Third-party suppliers may be used by the website to improve functionality, target advertisements, and more. Unlike first-party cookies (which belong to Millersville University), third-party cookies are placed by another party on your device through our website. For example, you may visit a page on the Millersville University website with an embedded YouTube video. Videos, links, and other content from third parties may contain third-party cookies. They may be used to understand how you use their services and/or for targeted advertising elsewhere on the internet. Please consult the third-party cookie policy and familiarize yourself with how to manage those cookies.

How Long Will Cookies Remain?

Cookies stay on your device(s) for differing amounts of time, depending on whether it is a “persistent” or “session” cookie:

Persistent cookies: These cookies are used to remember your preferences on the website, to analyze user behavior to establish patterns of usage and preferences, and to improve functionality of the website. They remain on your computer or device until they expire or they are deleted by you. They persist even after you close the browser and restart your computer.

Session cookies: These cookies are used to remember your activity during the course of the current website visit. They are temporary and only stay on your computer or device only until you stop the current browsing session.

How to Manage Cookie Preferences

As a user, you have the right to reject, delete, or otherwise limit the use of any and all types of cookies used while visiting the Millersville University website. You can change your cookie preferences by adjusting your browser setting. Be aware most browsers automatically accept cookies, so if you do not want cookies to be used, you may need to proactively delete or block the cookies. However, many of the cookies are important for the intended use of the website, so rejecting, deleting, or limiting the use of cookies may not result in optimal functionality of the website. For more information on cookies and how to manage preferences, please consult your browser's help guides for specific instructions.

Contact Information:

For any questions, concerns, or requests to exercise your rights outlined in this privacy notice, please contact us via email at help@millersville.edu or phone at 717-871-7777.