

R: President
A: Vice President, Marketing & Communications
C: Legal Affairs, IT
I: Campus Community



CHSU Website Privacy Policy and Terms of Use

CHSU Website Privacy Policy and Terms of Use

Thank you for visiting one of the official websites for California Health Sciences University (“CHSU” or “the University”). This Privacy Policy posted on our websites (collectively, “CHSU Websites”) explains how personal information about you is collected by CHSU during your use of the CHSU Websites, including mobile versions of the websites. The Privacy Policy also explains how CHSU uses, protects, and discloses personal information that we collect. By continuing to use CHSU Websites, you are agreeing to the terms of use defined in this Policy.

CHSU Websites Accessibility

At CHSU, we are committed to accessibility, including digital accessibility. Consistent with this goal, we are committed to making our CHSU Websites accessible for all visitors, including those with disabilities and to comply with legal guidelines concerning accessibility. We have implemented several steps to enhance use of our CHSU Websites, which are guided by the relevant portions of the Web Content Accessibility Guidelines (WCAG). This process is ongoing.

If you have questions, suggestions, or concerns about the accessibility of any portion of the CHSU Websites, or need assistance obtaining access to our web-based services, please **email us at info@chsu.edu or call (559) 272-8192** and provide specific feedback so that we can best address your concern.

Accessibility Services

Consistent with the University’s mission, vision, and values, the goal of CHSU’s Accessibility Services is to coordinate support services that provide equal opportunity for applicants and students with disabilities to participate in all aspects of the educational environment at the University.

The [CHSU Accessibility Services](#) policy describes the various procedures that are in place to ensure that University students with disabilities receive reasonable accommodations in their didactic and experiential/clinical program requirements, as mandated by federal law, state law, and the University policy. More information is available in the [CHSU Catalog](#).

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Information Collected by CHSU

General

CHSU Websites are made available to you to provide information about the University, colleges, programs, and services offered. You can browse CHSU Websites without providing any personal information such as your name, mailing address, email address, phone number (including cell phone numbers to which an SMS text can be sent) or Social Security number.

Non-Personal Information

When you access and use CHSU Websites, some information is collected using automatic data collection technologies. For example, we may collect information about your device type, operating system, Internet Protocol (IP) address, access times, browser type, and language and the website that referred you to us. We also collect information about your usage and activity on CHSU Websites. Collecting this information allows us better understand how our websites are being used, which may allow us to improve the experience for visitors to our websites.

Personal Information

We also collect personal information (including personal identifying information) that you voluntarily provide to us, such as when you apply for admission, register for an account, request a brochure or other materials, sign up for a tour, locate or make inquiries to specific departments, apply for a position with us, make a donation, participate in a promotion, request information or otherwise contact CHSU. Such information may include: contact information (name, address, telephone number, social media username/handle, mobile phone and/or email address, etc.); college or program of interest (medicine, pharmacy, master of science, etc.); financial information (financial aid application history, payment history, current and estimated loan payments, donation attribution and amount, etc.); demographic information (age, academic status, marital status, size of household, income, etc.); and marketing profile information (admissions date, graduation date, alumni status, parent, friend, etc.) We may also collect the names and email addresses of your friends and family, if you choose to provide CHSU with this information. Finally, we may obtain information from other sources and combine that with the information we collect directly from you.

Cookies

When visiting CHSU Websites your device may be issued a "cookie," which helps track your session while online. Cookies are small data files stored on your device's hard drive. Among other things, cookies help to make your site visit more relevant and personalized for you. We use cookies to see which areas and features are popular and to count visits to CHSU Websites. Most browsers are initially set to accept cookies. If you would prefer, you may set your browser to refuse cookies or alert you when cookies are being sent; however, it is possible that some parts of CHSU Websites will not function

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properly if you do so. You may want to consult instructions or other information from your browser about how to refuse cookies.

Web Beacons

CHSU Websites and any communications sent by our university may contain electronic images (generally, single pixel “.gif” images) called “web beacons.” These web beacons allow CHSU, and third parties authorized by CHSU, to monitor and collect certain information about the viewer of a web page, email message or other communication, such as the type of browser requesting the web beacon, the device identifier of the device the web beacon is sent to and the time the web beacon was viewed. Web beacons may be used to count unique users, visits, and page views; monitor traffic and conversion patterns; personalize your experience when you visit CHSU Websites, including advertising and content you see; and determine whether messages were opened, links were clicked, and/or notifications/offers were acted upon. If you prefer, you can normally render web beacons ineffective by switching off cookies in your browser. There are also browser add-ons and extensions that specifically block web beacons. To avoid web beacons in emails, you can turn off images in your email service. However, it is possible that some parts of CHSU Websites and electronic communications will not function properly if you do so.

Social Media Plug-Ins

CHSU Websites may use third-party social media plug-ins to enable you to share information with others. This information collected from plug-ins allows CHSU to learn about your interests and to help us better understand who is accessing our website and how to serve you and other users. This information may include your preferences about how to contact you, your product preferences, languages, marketing preferences, and some demographic data. These plug-ins may include those from companies like Instagram, Twitter, Facebook, YouTube, and LinkedIn. The social media plug-ins may allow these companies to receive directly identifiable Personal information about you and your visit to our CHSU Websites. When you visit CHSU Websites, the operators of the social media plug-ins on our CHSU Websites place cookies on your device that enable them to recognize you on websites belonging to them and their affiliates and partners. The social media plug-ins collect information about users whether they specifically interact with the plug-in or not, and it may enable social media companies to share information about your web-browsing navigational information with some of their other users.

Third-Party Advertising

We may also allow third parties to use cookies or other tracking technologies to collect non-personal information about your use of CHSU Websites, including your IP address, pages viewed and conversion information. This information may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visitation of CHSU Websites and other sites tracked by these third parties. This privacy policy does not apply to, and we are not responsible for, third-party cookies or other tracking technologies. We encourage you to check the privacy policies of advertisers and/or ad services to learn more about their privacy practices. If you would like more information about

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third-party advertising or to opt out of having your information used in this way, please visit http://networkadvertising.org/managing/opt_out.asp.

Google Analytics

We use Google Analytics to help operate CHSU Websites more efficiently, to gather demographic information, and to monitor the level of activity of CHSU Websites. For information on how Google uses data from sites that share information with Google, see <https://www.google.com/policies/privacy/partners/> (or other relevant URL that Google may provide from time to time). You can prevent the use of Google Analytics relating to your use of CHSU Websites by downloading and installing the browser plugin available at this link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

How We Use Your Information

CHSU does not sell or lease personal information submitted by users of our websites.

Non-Personal Information

Non-personal information is used to generate statistics and to measure website activity to improve the usefulness of the CHSU Websites for our visitors.

Personal Information

Personal information allows us to provide you with products, services, and information and enables us to offer a customized experience on CHSU Websites. We use personal information for the purposes described in this privacy policy or otherwise disclosed to you on CHSU Websites. For example, personal information may be used to:

- operate and improve CHSU Websites, including generation of website analytics;
- provide information about our institution and send you related information, including confirmations, brochures, academic notices, updates, security alerts, and support and administrative messages;
- notify you of the closest CHSU facility;
- process and deliver contest entries and rewards;
- respond to comments, questions or requests for information and provide customer service;
- communicate with you about our classes, achievements, CHSU news, upcoming events, contests, promotions, special offers, and other information about CHSU and our selected partners; and
- link or combine with personal information we get from third parties to help understand your needs and provide you with better service and information.

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CHSU may store and process personal information in the United States and other countries.

Sharing Your Information

We do not share your personal information with third parties except as described in this privacy policy or as otherwise disclosed to you on CHSU Websites. For example, we may share personal information as follows:

- with our Financial Aid partners, including government agencies, for the purpose of offering aid and services to our students or prospective students;
- when you give us your consent to do so, including if we notify you on CHSU Websites that the information you provide will be shared in a particular manner and you provide such information;
- with vendors, contractors, consultants and other service providers who are working on our behalf and need access to your information to carry out their work for us;
- (i) to comply with laws or to respond to lawful requests and legal process, (ii) to protect our rights and property and those of our agents, customers and others, including to enforce our agreements, policies and Terms of Use or (iii) in an emergency to protect CHSU and the safety of our students, faculty and staff or any third party; and
- we may also share aggregated or anonymous information that does not directly identify you.

Your California Privacy Rights

Under California law, California residents can request that CHSU provide it with the following information:

- The categories of personal information we have collected about you
- The categories of sources from which the personal information is collected
- The business or commercial purpose for collecting or selling personal information.
- The categories of third parties with whom we shared personal information.
- The specific personal information we have collected about the California resident.

Many of these issues are already answered within this Policy. To request this information please send your request to:

California Health Sciences University
Attn: Office of Marketing & Communications
120 N. Clovis Avenue
Clovis, CA 93612

By email: info@chsu.edu

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Opting Out

You may opt out of promotional emails and SMS from CHSU or change your preferences at any time. To opt out of SMS messages, you can also text STOP from the cell phone that you have registered with CHSU. In addition, you can opt out of receiving emails by following the instructions in those emails but note that we may still send you non-opted-in emails, such as emails about your account or our ongoing business or academic relations. You may also request changes to your contact preferences and the personal information by emailing us at info@chsu.edu or writing to:

California Health Sciences University
Attn: Office of Marketing & Communications
120 N. Clovis Avenue
Clovis, CA 93612

By email: info@chsu.edu

We take reasonable measures to protect personal information in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration and destruction.

Correcting Your Information

You can do the following at any time by emailing us at info@chsu.edu or writing to us at the address given below:

- Request that CHSU change or otherwise correct any data we have about you.
- Request that we delete any data we have about you.
- Identify concerns that you have about CHSU's use of your data.

California Health Sciences University
Attn: Office of Marketing & Communications
120 Clovis Avenue
Clovis, CA 93612

By email: info@chsu.edu

Third-Party Links

CHSU Websites may contain links to third-party websites. These sites are owned and administered by other entities. As such, this privacy policy does not apply to the linked sites, and CHSU does not control, nor is it responsible for, the content or privacy and security practices of those sites. Any personal information you provide to a linked site is provided directly to a third party and is subject to such third party's privacy policy. CHSU can neither correct nor delete any of your data that these other organizations may keep and control. We encourage you to learn more about such third party's privacy and security practices and policies before providing any of your personal information.

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Children

CHSU Websites do not knowingly collect Personal Information from children under 15. If you are under 15, please do not provide any information on CHSU Websites. If we learn we have collected or received Personal Information from a child under the age of 15, we will delete that information. If you believe that a child under the age of 15 has send any information to CHSU, please contact us at info@chsu.edu.

Contact Us

If you have any questions or concerns about this privacy policy, please [Contact Us](#).

Privacy Policy Effective Date

CHSU may change this privacy policy from time to time. If CHSU makes any changes to this policy, we will change the “Last Updated” date below.

Last Updated: December 1, 2022

- Policy Owner: President
- Effective Date: 2/1/23
- Approval by President Date: 2/1/23
- Approval by Provost Date: 1/27/23