

# Mobile Application Privacy Policy

Effective: March 26, 2018

Policy: 2018:05

This software application, Ferris GO, (Application) for mobile devices was created by Ferris State University. The Application is owned and operated by Ferris State University (“Ferris State”, “Ferris”, “we”, or “us”), and this Mobile Application Privacy Policy explains our collection, use, and disclosure practices regarding information that we collect through the application. Please review this Mobile Application Privacy Policy periodically as we may update it from time to time. Each time you use our application or provide us with information, you are, by doing so, accepting the practices described in this Mobile Application Privacy Policy at that time, and you acknowledge that by using the application you are expressly and affirmatively consenting to our use and disclosure of the information you provide in accordance with this Mobile Application Privacy Policy. We value the privacy of our application users. We will collect and use your information only as explained in this Mobile Application Privacy Policy.

## Summary

This section gives a brief overview of our data collection and use policies. Please see below for a more detailed discussion of each topic.

***The Application obtains the information you provide when you download and register the Application. Registration with us is optional. However, please keep in mind that you may not be able to use some of the features offered by the Application unless you register with us. We collect the following information through the Application:***

- Your name, email address, age, user name, password and other registration information
- Transaction-related information, such as when you make purchases, respond to any offers, or download or use applications from us
- Information you provide us when you contact us for help
- Credit card information for purchase and use of the Application
- Information you enter into our system when using the Application, such as contact information, location services data, or any other data that may be requested in order to use the Application

***In addition, the Application may collect certain information automatically, including, but not limited to:***

- The type of mobile device you use
- Your mobile devices unique device ID
- The IP address of your mobile device
- Your mobile operating system
- The type of mobile Internet browsers you use
- Information about the way you use the Application.

***Does the Application collect precise real time location information of the device?***

When you visit the mobile application, we may use GPS technology (or other similar technology) to determine your current location in order to determine application services or wayfinding services that maybe available and display a location map with relevant advertisements or information. We will not share your current location with other users or partners.

If you do not want us to use your location for the purposes set forth above, you should turn off the location services for the mobile application located in your account settings or in your mobile phone settings and/or within the mobile application

***Automatic Data Collection and Advertising***

We may work with analytics companies to help us understand how the Application is being used, such as the frequency and duration of usage. We may work with advertisers and third party advertising networks. Advertisers and advertising networks use some of the information collected by the Application, including, but not limited to, the unique identification ID of your mobile device and your mobile telephone number. To protect the anonymity of this information, we use an encryption technology to help ensure that these third parties cannot identify you personally. These third parties may also obtain anonymous information about other applications you've downloaded to your mobile device, the mobile websites you visit, your non-precise location information (e.g., your zip code), and other non-precise location information in order to help analyze and serve anonymous targeted advertising on the Application and elsewhere. We may also share encrypted versions of information you have provided in order to enable our partners to append other available information about you for analysis or advertising related use.

If you would like to opt-out from third party use of this type of information to help serve targeted advertising, please visit the section entitled "Opt-out" below.

***Do third parties see and/or have access to information obtained by the Application?***

Yes. We will share your information with third parties only in the ways that are described in this mobile application privacy statement.

***Your information is used and disclosed for the following purposes:***

- To provide information regarding programs, events, or services that you request.
- To register you for events or services that you request.
- To provide you with information regarding our programs, services, products or events, or those of our agents and affiliated organizations, that you have expressed interest in or that we believe you may be interested in.
- To help us improve our application and better understand our application's users and their preferences.
- To our contractors who provide supporting services so that they can access information needed for such services, but only on terms consistent with this policy.
- To protect our business interests or the rights of others, when required by law, to cooperate with law enforcement.

### ***What are my opt-out rights?***

You can stop all collection of information by the Application easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network. You can also request to opt-out via email, at [tac@ferris.edu](mailto:tac@ferris.edu).

### ***Data Retention Policy, Managing Your Information***

We will retain User provided data for as long as you use the Application and for a reasonable time thereafter. If you would like us to delete User Provided Data that you have provided via the Application, please contact us at [tac@ferris.edu](mailto:tac@ferris.edu) and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

### ***Other details about our practices:***

- Although the application may contain links to other websites, applications, or services not owned or operated by Ferris State or its affiliated organizations, this Mobile Application Privacy Policy applies only to those sites owned or operated by our affiliated organizations or us.
- We use your personal information only for the purposes for which it is collected and consistent with this policy, and we retain your information as permitted by applicable law.
- We do not intend to collect personally identifiable information from children under the age of 13.
- We may update this Mobile Application Privacy Policy from time to time, but we will allow you to opt in to any retroactive material changes in how we use your personal information.

### ***Security***

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

### ***Application Changes***

This Mobile Application Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Mobile Application Privacy Policy by posting the new Mobile Application Privacy Policy here and informing you via email, text message, or via the application. You are advised to consult this Mobile Application Privacy Policy regularly for any changes, as continued use is deemed approval of all changes. You can check the history of this policy by clicking [here](#).

### ***Your Consent***

By using the Application, you are consenting to our processing of your information as set forth in this Mobile Application Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the United States, your information will be transferred, processed and stored in the United States under United States privacy standards.

### **What We Do With the Personal Information We Receive**

We will generally use the information that we collect to help us operate the application, to provide requested services, to provide information about requested programs, and to help us understand our users and their preferences. The following sections provide a more specific discussion of our uses and disclosures of information that we collect. We will seek your consent before we use or disclose your personal information for any other purposes.

#### *To register you for events or programs and to provide requested products and services:*

We may use your information to provide you with the products and services that you request and to communicate with you about events and programs that you have registered for in the Application. For example, when you register in the Application for an event, we may use your contact information to send you communications regarding the event, or when you request additional information about one of our programs or services, we will use your information to communicate with you about that program or service.

#### *To provide you with information about products or services that you may be interested in:*

We may also use your information to provide you with information about our programs, services, products or events, or those of our agents and affiliated organizations, that you have expressed interest in or that we believe may be of interest to you. However, you will always be able to opt-out of receiving such additional information if you choose.

#### *Information shared with our business partners:*

We may use business partners to help us design and operate the Application or provide other services to support the Application. For example, we may hire a company to host the Application, run certain applications, help analyze the Aggregate Information we collect from the Application, or improve the Application, or our products, services, and recruitment efforts. Unless otherwise indicated in the Application, if we allow any of these business partners to access the personal information that we collect, it will be for limited purposes and in compliance with the terms of this Mobile Application Privacy Policy.

#### *Law enforcement and legal actions:*

We reserve the right to release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may

share information with law enforcement if we suspect that someone is using or attempting to use our Application for illegal reasons.

### **How We Protect Your Personal Information**

We use commercially reasonable means to protect the integrity of the Application and to limit access to the personal information we collect through the Application, and to protect the security of information during transmission in the Application. However, we cannot provide absolute assurances against, and will not be liable for, any breaches of data security or confidentiality due to system failures or unauthorized access by third parties, or other causes beyond our reasonable control.

### **Changes to This Policy**

Our business and the laws that regulate us change from time to time, and we reserve the right to change this policy. If we do change this policy, we will post the revised version on this Site. If we propose to change our policy in a way that would permit us to make additional uses of the personal information that we had previously collected about you, we will obtain your affirmative, express consent before using your information in a materially different way.

### **Children**

We will not knowingly collect information from children under the age of 13. If you are under the age of 13, please do not try to register for an event, program, or service on the Site, and do not submit your personal information. If you are a parent who believes that we have collected information about your child who is under the age of 13, please contact us at [tac@ferris.edu](mailto:tac@ferris.edu) or at (231) 591-4822 with your child's name and address, and we will remove the information stored in the application from our records and provide information in accordance with the Children's Online Privacy Protection Act.

### **Contacting Us**

Please contact us at [tac@ferris.edu](mailto:tac@ferris.edu) if you have any questions or comments about our policies and practices.