



# UNIVERSITY COMMUNICATIONS & MARKETING PRIVACY STATEMENT

## Overview

The Office of University Communications & Marketing at Winthrop University is committed to maintaining the security and privacy of all personal information that is collected by staff to advance the mission and enhance the reputation of Winthrop.

## What information do we collect?

The staff of UCM collects names, email addresses, physical addresses and phone numbers of students, faculty/staff, parents/family members, and minors (via their parent or legal guardian/custodian) in order to communicate with these individuals for the purposes of promoting the university. This information is provided on a voluntary basis only.

Information is collected on the following printed forms:

- Winthrop University Model Release
- Winthrop University Model Release (minors)
- Tell Us About Your Winthrop Student

The UCM staff will never ask for CWIDS, social security numbers, usernames, or passwords.

## How do we use your information?

UCM tells the stories of Winthrop through print, web, news media, photography, videography and advertising. Information collected from students, faculty/staff, parents, and minors (via their parent or legal guardian/custodian) is used in telling these stories.

- Communicating with Winthrop models on photo shoots with professional photographers
- Obtaining permission to participate in photo shoots with professional photographers
- Learning interesting facts about students for use in news releases, features, social media posts, etc.

## How do we protect your information?

UCM stores forms collected in locked offices.

## Can information be corrected?

UCM staff will correct or update any information collected upon request.

## Information shared with outside parties

No information is shared with outside parties or vendors.

## Compliance with the other jurisdictional privacy regulations

Other states or countries may have privacy regulations which serve to protect their citizens. For example, the European Union General Data Protection Regulation (GDPR) is a European Union (EU) legal framework for data privacy and security of personal data for individuals within the EU. The GDPR sets forth obligations for organizations that collect, use, share, and store personal data of constituents who reside in the European Union.

Students, or potential students have created a contractual need with Winthrop University to collect and retain certain data at the time of submitting an application for enrollment. Personal information is required by the University as an essential part of the academic process and must be retained per legal requirements.

For non-students, Winthrop University is committed to securing the appropriate consent (opt-in) in the collection and processing of personal data. If you have any questions, or objections to the collection, use and retention of your personal data, on legitimate grounds, Winthrop University shall consider all requirements of notice, choice, transfer, security, data integrity, and access. Please direct any questions you may have concerning Winthrop University's obligations and compliance with GDPR to [privacy@winthrop.edu](mailto:privacy@winthrop.edu).

### **How long do we keep your information?**

Model releases are stored for five years, then shredded. Information provided by parents/family members (typically about their freshman student) are kept for a year, then shredded.

### **Your Consent**

By giving UCM your information via email, phone, fax, website, or other communication methods, you consent to our Privacy Statement.

### **Changes to this Privacy Statement and University Policy.**

Any changes to this policy will be posted to this website and the date noted at the bottom. Winthrop University policies, including our [University Privacy Policy](#), may be found in the Winthrop University [Policy Repository](#).

**Last updated: September 17, 2019**

### **Contact Information:**

If you have any questions regarding this statement, please contact:

University Communications & Marketing, 803/323-2236