

<b>PBRC</b>		<b>POLICY NO. 607.00</b>
<b>Section:</b>	<b>Administration</b>	<b>Effective Date: 3/17/2009</b>
<b>Subject:</b>	<b>Web Privacy</b>	<b>REVIEW:</b>
<b>Source:</b>	<b>Computing Services</b>	<b>REVISION</b>
		<b>REVISED</b>

### **Purpose**

Websites have become popular tools in collaborative research and increasingly play an important role in the fulfillment of PBRC's mission. In order to promote the use and effectiveness of PBRC's websites, it is important to adopt practices which protect the privacy of Internet users, as well as procedures that ensure that information privacy standards are met for all pbrc.edu websites. This policy outlines the standards developed by Computing Services regarding privacy policies for websites in the pbrc.edu domain.

### **Applicability**

This policy is applicable to any user of PBRC computing resources including all employees, whether paid or on gratis appointments, full-time or part-time, students, faculty (including adjunct), administrators, and support personnel of any type, as well as contractors, non-employee collaborators and employees of PBRC-related foundations.

Further, the policy applies to all information resources whether individually controlled, shared, stand alone, or networked. Information resources in this policy are meant to include any information in electronic or audio-visual format or any hardware or software that make possible the storage and use of such information. This policy applies to all computer and computer communication facilities owned, leased, operated, or contracted by PBRC, including, but not limited to, desktop computers, laptop computers, network servers, minicomputers, and associated peripherals and software, whether used in administration, research, teaching, or for other purposes.

This policy applies to all websites within the pbrc.edu domain.

### **Website Privacy Policy Required**

All websites within the pbrc.edu domain must adhere to information practices and procedures that are designed to protect the privacy of the visitors to the website. A website privacy policy, either the PBRC default privacy policy or a pre-approved alternate privacy policy, must be adopted and published on the website. The privacy policy adopted by the website must reflect the actual privacy practices and procedures used on the website. All website

privacy policies must require that information collected on the website, whether collected automatically or solicited from website visitors, must be treated confidentially and, if stored, secured by physical and technical safeguards to ensure confidentiality. Information automatically collected from a website visitor must be limited in scope and clearly defined in the website privacy policy.

## **Default Privacy Policy**

The following privacy policy may be adopted by any website within the pbrc.edu domain by copying the text, exactly as herein written, to a webpage within the website which can be accessed by a link on the website. Although the wording of the default policy may not be modified without prior approval, the webpage may be customized with color, images, fonts and navigation controls to maintain the consistency and professional appearance of the website.

### ***Privacy Policy***

*Effective: August 1, 2006*

*Pennington Biomedical Research Center (PBRC) takes your Internet privacy very seriously. We implement physical, electronic and managerial procedures and practices to safeguard your privacy and to protect your personal information. Although you don't have to give us personal information to visit this website, any information we collect is always handled confidentially. The following Privacy Policy outlines this website's information collection practices.*

*The following types of information may be collected on this website:*

### ***Information We Collect And Store Automatically***

*When you browse this website, read pages or download information from this website, we automatically collect certain information about your visit. We use this information to help us make this website more useful by creating summary statistics for determining what information is of most and least interest to our visitors. We do not use or sell information automatically collected on this website for commercial marketing purposes, nor do we use this type of information to identify or track individuals. The information that may be automatically collected when you visit this website includes:*

- *The Internet domain (for example, "youruniversity.edu" if you connect from a university's domain, or "yourcompany.com" if you use a private Internet access account) and the IP address (an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web) from which you accessed this website*

- *The type of browser and operating system you used to access this website*
- *The date and time you accessed this website*
- *The Internet address of the website from which you linked directly to our website*
- *The pages you visit on this website*
- *The links made to other websites through this website*

### ***Information You Provide To Us***

*If you choose to provide personal information to us, either by submitting a form containing your personal information on this website, or by sending us an email containing your personal information, we use your information only to fulfill the purposes stated on the website, to respond to you or to help our staff get you the information you requested.*

*If you have any questions or concerns about this privacy policy or this website, please contact [webmaster@pbrc.edu](mailto:webmaster@pbrc.edu).*

### **Alternate Privacy Policies**

Any website within the pbrc.edu domain may have an alternate website privacy policy, provided that the alternate policy has been approved by both the Director of Intellectual Property, Legal and Regulatory Affairs and the Director of Computing Services prior to the launch of the website.

### **Enforcement**

Failure to comply with this policy may result in the suspension of computer usage privileges, disciplinary action, possible termination of employment and civil or criminal penalties.