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|  | <i>Public Privacy Statement</i> |
| Effective Date 6/6/2022                                                           | Version 1.4                     |

## AURORA UNIVERSITY PRIVACY STATEMENT

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Your privacy is important to us. This privacy statement explains what personal data Aurora University collects from you, through our interactions with you and through our products, and how we use that data.

Our Privacy Policy explains:

- What information we collect and why we collect it;
- How we use that information; and
- The choices we offer, including how to access and update information.

## WHO TO CONTACT

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Aurora University is a higher education institution headquartered in Illinois, United States. Details of our locations can be found on the [contact page](#) of our website.

## PERSONAL DATA WE COLLECT

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Aurora University collects data to operate effectively and provide you the best experiences. We are provided this data by our clients. We get some of it by recording how you interact with our ads, for example, using technologies like cookies, and receiving error reports or usage data. We also obtain data from third parties.

- First Name and Last Name
- Phone Number and SMS Preferences
- Email Address
- Country
- Device Information - such as your hardware, operating version, etc.
- IP Address
- Data regarding page visits and when they were accessed

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## HOW WE USE PERSONAL DATA

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Aurora University collects data to run our business and to provide you with the products and services we and our partners offer. This includes using data to enhance our products and tailor your experience. We may also use your information to communicate with you, such as updating you on product information and displaying more relevant ads from our clients or third parties. We may use your phone number to send you informational or service-related SMS messages if we have your explicit consent. We will keep records of your consent as required by law.

## SHARING PERSONAL INFORMATION

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**\*\*Third Parties Acting on Our Behalf:\*\*** We may share your personal data with third parties, including service providers, agents, subcontractors, and associated organizations, to complete tasks and provide services on our behalf. When we engage third parties, we only disclose the necessary personal data needed to deliver the service, and we ensure that there is a contract in place that requires them to protect your personal data and prohibits them from using it for their own marketing purposes. Aurora University does not share phone numbers obtained from SMS consent records with third parties for marketing purposes. Text message data is only shared with authorized service providers to facilitate SMS communication.

**Third parties:** We may share personal data with companies, organizations, or individuals outside of Aurora University if we have a good-faith belief that access, use, preservation, or disclosure of your personal data is reasonably necessary to:

- Meet any applicable law, regulation, legal process or enforceable governmental request,
- Enforce applicable Terms of Service, including investigation of potential violations,
- Detect, prevent, or otherwise address fraud, security or technical issues, or
- Protect against harm to the rights, property or safety of Aurora University, our users or the public as required or permitted by law.

Mergers, acquisitions or any other structural changes to Aurora University may also require us to transfer your personal data to another entity, provided that the receiving entity will comply with this privacy notice. Aurora University and on campus vendors do not sell student data to third parties.

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## HOW TO ACCESS & CONTROL YOUR PERSONAL DATA

We are committed to providing you with access to your personal information. If you find any inaccuracies in this information, we strive to offer you quick methods to update or delete it, unless we are required to retain it for legitimate business or legal reasons.

To Opt-in to receive SMS messages from Aurora University: Submit an online form providing consent or provide consent via email or verbally. If SMS messages are not desired, the SMS consent box on forms can be left unchecked. Standard message and data rates may apply, depending on the carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

If consent has been given to receive text messages from Aurora University, messages may be received related to business operations and meeting reminders.

Example: "Hello, this is a reminder for your meeting today. Reply STOP to opt out of SMS messaging at any time."

Message frequency may vary depending on the type of communication. For example, up to 5 SMS messages per day may be received related to business operations.

Example: "Message frequency may vary. You may receive up to 5 SMS messages per day regarding your work at Aurora University."

Standard Messaging Disclosures:

- Message and data rates may apply.
- Opt-out at any time by texting "STOP."
- For assistance, text "HELP" or visit our [Privacy Policy Page](#).
- Message frequency may vary.

Retain the record of consent for as long as you continue messaging the recipient, plus six months.

Sending a text message to ask the recipient to send this message violates the consent protocol. You must contact the recipients by email, phone call, or in-person to request them to provide their consent.

To Opt-out of receiving SMS messages from Aurora University at any time, reply "STOP" to any SMS message received or contact [ITSHelp@aurora.edu](mailto:ITSHelp@aurora.edu). You can opt-in again at any time by replying "START" to resume receiving SMS messages.

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If you have questions about your personal data or experience any issues, please email.

ITSHelp@aurora.edu or reply to SMS messages with the keyword “HELP”. You can also reach out to ITSHelp@aurora.edu to manage your preferences regarding Aurora University’s collection and use of your personal data, to opt out of receiving promotional emails and postal mail from Aurora University, and to opt out of interest-based advertising from Aurora University.

## COOKIES & SIMILAR TECHNOLOGIES

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Aurora University uses cookies (small text files placed on your device) and similar technologies to provide our websites and online services and to help collect data. Cookies allow us, among other things, to:

- Store your preferences and settings;
- Provide interest-based advertising; and
- Analyze how our websites and online services are performing.

We also use web beacons to help deliver cookies and gather usage and performance data. Our websites may include web beacons and cookies from third-party service providers.

You have a variety of tools to control cookies, web beacons and similar technologies, including browser controls to block and delete cookies and controls from some third-party analytics service providers to opt out of data collection through web beacons and similar technologies. Your browser and other choices may impact your experiences with our products.

## DATA RETENTION

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Aurora University will retain your personal data only as long as necessary to fulfill the purposes for which it was collected. We will use and retain your personal data to meet our business requirements, comply with legal obligations, resolve disputes, protect our assets, and enforce our agreements. Records of consent for SMS communication will be kept for the duration of the messaging relationship and for an additional six months thereafter, in accordance with regulatory requirements. Once it is determined that the retention of personal information is no longer necessary, we will destroy it following Aurora University’s Information Classification and Handling Procedures.

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## TRANSFER OF PERSONAL DATA TO OTHER COUNTRIES

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Personal data that Aurora University collects is primarily hosted in the United States, therefore most personal data, if it will be transferring out of the originating country, will be transferred to the United States.

## CALIFORNIA SPECIFIC NOTICE

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If you are a California resident, California Civil Code Section 1798.83 permits you to request in writing a list of the categories of personal data related to our disclosure of certain categories of personal data in the preceding year to a third party for their direct marketing purposes.

## QUESTIONS AND CONTACT

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Questions regarding this Privacy Notice, our privacy practices, or SMS communication and consent, please email [ITSHelp@aurora.edu](mailto:ITSHelp@aurora.edu).

## CHANGES TO THE PRIVACY PUBLIC NOTICE

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Our privacy policies are regularly reviewed, and changes to our Privacy Public Notice are posted on this web page.

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## DATE

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This privacy notice was last updated on March 11, 2025.