Privacy Statement for calu.edu

Cookies

To make this site work properly, we sometimes place small data files called cookies on your device. Most big websites do this too. A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

How do we use cookies?

When someone visits www.calu.edu, internal servers automatically collect and store limited information about the visitor's computer connection to the Internet. The information collected allows California University of Pennsylvania (Cal U) to make the site more useful to visitors.

Cal U does use the following types of cookies:

Strictly Necessary

- Javascript session cookies to maintain an anonymous user session by the server.
- Microsoft ASP-based technologies to maintain an anonymized user session.
- Amazon load balancing functionality.

Performance-Based
- Google Analytics to user track user behavior, session and campaign data. This does not contain any personally identifiable information. Data is used to analyze website traffic and make improvements to www.calu.edu.

Targeted Advertising

Cal U advertises with Google Remarketing, displaying ads across the web to users who may have visited the Cal U's website in the past or have shown interest in specific information within the site. Cal U also advertises with or has cookies associated with Facebook.com, Twitter.com, Tapad.com, and AddThis.com.

Cal U utilizes cookies to track information unique to each visitor including pages visited and past site activity in order to provide better service when users return to the site as well as provide a better user experience in the future.

Visitors may opt out of Google's use of cookies by visiting the Ads Preferences Manager at https://adssettings.google.com/authenticated .Alternatively, you may opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page at http://optout.networkadvertising.org/?c=1#!/.

Cal U also works with a third-party vendor that uses Simpli.fi to track and monitor digital campaigns. You may opt-out from Simpli.fi at https://optout.simpli.fi/opt-out

Online Forms

Information entered into online forms on this web site (typically directory-type information such as name, address, phone number, etc) may be delivered to its recipients by email. Visitors should be aware that email is not a secure form of communication. If you do not feel comfortable with sending information via email, please feel free to contact the appropriate office by postal mail or by phone. Contact information is provided in the right-hand column of every page on the site.

Request Information and Application forms collect any personal information that you submit. By submitting these forms, you are giving your express written consent for Cal U to contact you regarding our educational programs and services using email, telephone or text - including our use of automated technology for calls and periodic texts to any wireless number you provide. Message and data rates apply. For questions about this data, please contact admissions@calu.edu.