

# Cookie Policy of [www.cayuga-cc.edu](http://www.cayuga-cc.edu)

To find more information on California consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Virginia consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Colorado consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Connecticut consumers and their privacy rights, Users may [read the privacy policy](#).

To find more information on Utah consumers and their privacy rights, Users may [read the privacy policy](#).

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information — such as the presence of other Trackers — in the linked privacy policies of the respective third-party providers or by contacting the Owner.

## Activities strictly necessary for the operation of this Website and delivery of the Service

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

### First-party Trackers

### Further information about Personal Data

#### localStorage (this Website)

localStorage allows this Website to store and access data right in the User's browser with no expiration date.

Personal Data processed: Tracker.

#### sessionStorage (this Website)

sessionStorage allows this Website to store and access data right in the User's browser. Data in sessionStorage is deleted automatically when the session ends (in other words, when the browser tab is closed).

Personal Data processed: Tracker.

### Third-party Trackers

### Infrastructure monitoring

This type of service allows this Website to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of this Website.

## **LogRocket (LogRocket, Inc )**

LogRocket is a monitoring service provided by LogRocket, Inc .

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

## **Further information about Personal Data**

### **iubenda Consent Solution localStorage (iubenda srl)**

iubenda ConS JS library localStorage (IUB\_DATA) temporarily stores pending data in a storage space internal to the User's browser (localStorage) until it's received by the API, then it is deleted.

Personal Data processed: Tracker.

Place of processing: Italy – [Privacy Policy](#).

### **iubenda Cookie Solution (consent Cookie) (iubenda srl)**

iubenda consent Cookie (\_iub\_cs-X) is set by the iubenda Cookie Solution and stores User preferences related to Trackers in the local domain.

Personal Data processed: Tracker.

Place of processing: Italy – [Privacy Policy](#).

Storage duration:

- \_iub\_cs-\*: 1 year
- usprivacy: 1 year

## **SPAM protection**

This type of service analyzes the traffic of this Website, potentially containing Users' Personal Data, with the purpose of filtering it from parts of traffic, messages and content that are recognized as SPAM.

### **Google reCAPTCHA (Google LLC)**

Google reCAPTCHA is a SPAM protection service provided by Google LLC.  
The use of reCAPTCHA is subject to the Google [privacy policy](#) and [terms of use](#).

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Storage duration:

- \_GRECAPTCHA: duration of the session
- rc::a: indefinite
- rc::b: duration of the session
- rc::c: duration of the session

## **Other Trackers**

### **Infrastructure monitoring**

This type of service allows this Website to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of this Website.

## **Monsido**

### **Purpose for Processing the Personal Data**

Monsido is a software-as-a-service (SaaS) company that provides access to Services that scan and analyze our website. The

Services consist of a collection of tools for controlling and optimizing website content, accessibility review, improving search engine optimization (SEO), monitoring website performance, and utilizing website analytics data. As such, their services collect and process our website data by crawling the Cayuga website, storing cache copies of the content, analyzing the content, and detailing the results in reports generated on their SaaS platform.

### **The Personal Data that We Collect**

Monsido may collect information that personally identifies our website visitors and individuals whose information appears on our website (“Personal Data”). Personal Data on our website will typically consist of names, postal addresses, e-mail addresses, telephone numbers, or any other information on our website which can be directly or indirectly attributed to an individual. Cayuga does not typically post these items on our website, other than a student’s name (e.g. Dean's Listing).

Monsido’s Services are not intended for the collection or processing of any sensitive data (e.g., health or sex life information; racial or ethnic origin; political opinions or religious/ philosophical beliefs; trade union membership).

### **Methods Used to Collect Personal Data**

There are two potential ways in which data is collected:

#### **Crawler.**

Monsido’s services utilize web crawlers to scan our website. Web crawlers are computer programs that scan the website, read everything they find, and store that data in Monsido’s databases. This information is represented in reports that are subsequently generated through their SaaS platform.

#### **Analytics.**

Analytics requires that you install a JavaScript snippet on the master template of our website so that certain data will be captured. When a page with the JavaScript snippet loads, the script will provide information on the website visitor.

Monsido also uses cookies. A cookie is a small file placed on the hard drive of your computer. A website visitor may refuse to accept browser cookies by activating the appropriate setting on her or his browser. For more information on cookies and how a website visitor can remove them according to the type of browser used, refer to [www.allaboutcookies.org](http://www.allaboutcookies.org).

Monsido’s cookies are used to help visitors’ use of the website. It is used to collect statistics about site usage, such as when the visitor last visited the site. This information is then used to improve the user experience on the website. This Monsido Analytics cookie contains a randomly generated ID used to recognize the browser when a visitor reads a page. The cookie contains no personal information and is used only for web analytics.

Monsido’s cookies are used purely to track the sequence of pages a visitor looks at during a visit to the site. This information can be used to create user journeys and enable visitors to find relevant information quickly.

To ask questions or comment about this Monsido’s policies and their privacy practices, contact them at [privacy@monsido.com](mailto:privacy@monsido.com).

### **Other activities involving the use of Trackers**

#### **Experience**

This Website uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

#### **Displaying content from external platforms**

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

#### **Google Maps widget (Google Inc.)**

Google Maps is a maps visualization service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

#### **Google Programmable Search Engine (Google Inc.)**

Google Programmable Search Engine is a search engine embedding service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

#### **YouTube video widget (Google Inc.)**

YouTube is a video content visualization service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows this Website to incorporate content of this kind on its pages.

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

Storage duration:

- PREF: 8 months
- VISITOR\_INFO1\_LIVE: 8 months
- YSC: duration of the session

#### **Interaction with external social networks and platforms**

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on this Website isn't being connected back to the User's profile.

#### **Facebook Like button and social widgets (Facebook, Inc.)**

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing,

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

Storage duration:

- \_fbp: 3 months

#### **Twitter Tweet button and social widgets (X Corp.)**

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc.

Personal Data processed: Cookies and Usage Data.

Place of processing: United States – [Privacy Policy](#).

Storage duration:

- personalization\_id: 2 years

#### **RSS feed management**

This type of service allows this Website to manage RSS feeds and the distribution of their content. Depending on the characteristics of the service used, these services may be used to insert ads within the content and to gather statistics data from them.

#### **Feedburner (Google Inc.)**

Feedburner is a service to manage RSS feeds provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing. It allows the collection of statistics on what content is consumed and to insert ads in it.

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

## Measurement

This Website uses Trackers to measure traffic and analyze User behavior to improve the Service.

## Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

### Google Analytics 4 (Google LLC)

Google Analytics 4 is a web analysis service provided by Google LLC (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google’s official documentation](#).

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- `_ga`: 2 years
- `_ga_*`: 2 years

### Analytics services managed directly by this Website

The services contained in this section allow the Owner to collect and manage analytics through the use of first-party Trackers.

### Matomo (this Website)

Matomo is an analytics software used by this Website to analyze data directly without the help of third parties.

Personal Data processed: Trackers and Usage Data.

Storage duration:

- `_pk_cvar*`: 30 minutes
- `_pk_id*`: 2 years
- `_pk_ref*`: 7 months
- `_pk_ses*`: 30 minutes
- `_pk_testcookie*`: duration of the session

## Marketing

This Website uses Trackers to deliver personalized marketing content based on User behavior and to operate, serve and track ads.

### Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on this Website, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User’s interests and behavior, including those detected outside this Website. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

### Google AdSense (Google Inc.)

Google AdSense is an advertising service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing. This service uses the “DoubleClick” Cookie, which tracks use of this Website and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

In order to understand Google's use of data, consult [Google's partner policy](#).

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- AID: 2 years
- ANID: 2 years
- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- TAID: 14 days
- \_\_gads: 2 years
- \_\_gsas: 2 years
- \_gac\_: 3 months
- \_gac\_gb\_: 3 months
- \_gcl\_au: 3 months
- \_gcl\_aw: 3 months
- \_gcl\_dc: 3 months
- \_gcl\_gb: 3 months
- \_gcl\_gf: 3 months
- \_gcl\_ha: 3 months
- id: 2 years
- test\_cookie: 15 minutes

#### **Google Ad Manager (Google Inc.)**

Google Ad Manager is an advertising service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with.

In order to understand Google's use of Data, consult [Google's partner policy](#).

This service uses the “DoubleClick” Cookie, which tracks use of this Website and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

Personal Data processed: Cookies and Usage Data.

Place of processing: US – [Privacy Policy](#).

Storage duration:

- AID: 2 years
- ANID: 2 years
- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- TAID: 14 days
- \_\_gads: 2 years
- \_\_gsas: 2 years
- \_gac\_: 3 months

- `_gac_gb_`: 3 months
- `_gcl_au`: 3 months
- `_gcl_aw`: 3 months
- `_gcl_dc`: 3 months
- `_gcl_gb`: 3 months
- `_gcl_gf`: 3 months
- `_gcl_ha`: 3 months
- `id`: 2 years
- `test_cookie`: 15 minutes

## Remarketing and behavioral targeting

This type of service allows this Website and its partners to inform, optimize and serve advertising based on past use of this Website by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

In addition to any opt-out feature provided by any of the services below, Users may opt out by visiting the [Network Advertising Initiative opt-out page](#).

**Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.**

### Facebook Custom Audience (Facebook, Inc.)

Facebook Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects the activity of this Website with the Facebook advertising network.

Users can opt out of Facebook's use of cookies for ads personalization by visiting this [opt-out page](#).

Personal Data processed: Cookies and email address.

Place of processing: US – [Privacy Policy](#) – [Opt Out](#).

Storage duration:

- `_fbp`: 3 months

## Activities that do not fit the above categorizations

### Disclaimer of Liability

Every effort is made to provide accurate and complete information. However, we cannot guarantee that there will be no errors. Concerning documents and information on this website neither Cayuga Community College, nor their employees and contractors make any warranty, expressed or implied, including the warranties of merchantability and fitness for a particular purpose concerning documents available from this web site. Additionally, the State University of New York assumes no legal liability for the accuracy, completeness, or usefulness of any information or process disclosed herein and do not represent that use of such information or process would not infringe on privately owned rights.

### Links to External Websites

Links from this web site to web sites outside Cayuga Community College are for the convenience of the user. Such links do not constitute an official endorsement or approval of any private sector web site, product, or service.

### Zoho SalesIQ

Cayuga uses a live chat feature on our website via a third-party - **Zoho SalesIQ**.

You can read their full terms of service here:

<https://www.zoho.com/salesiq/zoho-salesiq-terms-of-use.html>

You can also review ZohoIQ privacy policy here:

<https://www.zoho.com/privacy.html>

Using Zoho SalesIQ, we can collect details such as Internet Protocol address, browser type, browser language, referring URL, files accessed, time zone and operating system of our website visitors. We can use the information collected to maintain quality

of your website, improve visitor engagement and for general statistical purposes.

Zoho SalesIQ uses first-party cookies to report visitor interactions on your website. These cookies are small text files stored on your visitors' devices by their browser. These cookies i) allow you to identify your website visitors and ii) collect the visitor details outlined above. Your visitors can change the settings to block cookies or to alert them when cookies are being sent to their devices.

### **Zoho SalesIQ enables us to identify our website visitors as follows:**

When a visitor on our website submits his/her name or email address using the chat functionality in our website.

When a visitor accesses our website using the browser with which such visitor has already logged-in to our website submitting his/her name or email address.

Based on the URL parameters when a visitor accesses our website.

### **How to manage preferences and provide or withdraw consent**

There are various ways to manage Tracker related preferences and to provide and withdraw consent, where relevant:

Users can manage preferences related to Trackers from directly within their own device settings, for example, by preventing the use or storage of Trackers.

Additionally, whenever the use of Trackers is based on consent, Users can provide or withdraw such consent by setting their preferences within the cookie notice or by updating such preferences accordingly via the relevant consent-preferences privacy widget, if available.

It is also possible, via relevant browser or device features, to delete previously stored Trackers, including those used to remember the User's initial consent preferences.

Other Trackers in the browser's local memory may be cleared by deleting the browsing history.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

### **Locating Tracker Settings**

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)
- [Brave](#)
- [Opera](#)

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

### **How to opt out of interest-based advertising**

Notwithstanding the above, Users may follow the instructions provided by [YourOnlineChoices](#) (EU and UK), the [Network Advertising Initiative](#) (US) and the [Digital Advertising Alliance](#) (US), [DAAC](#) (Canada), [DDAI](#) (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called [AppChoices](#) that helps Users to control interest-based advertising on mobile apps.

### **Consequences of denying the use of Trackers**

Users are free to decide whether or not to allow the use of Trackers. However, please note that Trackers help this Website to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, if the User chooses to block the use of Trackers, the Owner may be unable to provide related features.



## **Owner and Data Controller**

Cayuga Community College  
197 Franklin Street  
Auburn, NY 13021

**Owner contact email:** [webmaster@cayuga-cc.edu](mailto:webmaster@cayuga-cc.edu)

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

## **Definitions and legal references**

### **Personal Data (or Data)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### **Usage Data**

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

### **User**

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

### **Data Subject**

The natural person to whom the Personal Data refers.

### **Data Processor (or Processor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

### **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

### **This Website (or this Application)**

The means by which the Personal Data of the User is collected and processed.

### **Service**

The service provided by this Website as described in the relative terms (if available) and on this site/application.

### **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

**Cookie**

Cookies are Trackers consisting of small sets of data stored in the User's browser.

**Tracker**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

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**Legal information**

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to this Website, if not stated otherwise within this document.

Latest update: April 10, 2024