

ISU Cookie Privacy Disclosure

EFFECTIVE DATE: 24 May 2018

LAST UPDATED: 31 May 2018

Please contact Information Technology Services to obtain a copy of this notice as of a particular date.

Cookies Disclosure

This cookies disclosure will inform you about the cookies used on the Iowa State University website and tell you about your choices relating to those cookies.

We may change this disclosure at any time but will notify you of any significant changes to it before they take effect.

1. Use of Cookies on this Website
2. Types of Cookies
3. Common Cookies
4. AdWords

1. Use of Cookies on the Iowa State University Website

A cookie is a small file, typically of letters and numbers, downloaded on to a device such as a computer when a user accesses certain website. To the extent cookies can identify an individual via their device, they are considered personal data.

This web site may use cookies or local storage solely to aggregate information about the pages that users visit so that we can update and redesign, as necessary, our web site in order to provide you with the most useful information.

Cookies or local storage can expire at the end of a browser session (from when a user opens the browser window to when they exit the browser) or they can be stored for longer.

Many Iowa State University websites use third-party tracking tools to monitor and improve sites or to provide ads and other information that may be of interest to users. These tools may collect the following information:

- Internet protocol (IP) address for your computer/device
- Internet service provider
- Website from which you arrived
- Operating system and web browser software
- Date and time of your visit
- Pages you visit on this site
- Terms you use in our site's search engines

Third-party tools like Google Analytics help website administrators track site usage, understand how users find sites, and improve website function and content.

Other third-party tools show Iowa State advertisements on sites across the web. Using cookies and related technologies, these tools show ads to people who've previously visited our websites or might be interested in our sites based on other sites they've visited.

You may also see Iowa State ads served to web users in specific geographic areas, or ads that appear to every user who visits a given website. These ads may appear regardless of your browsing behavior.

Web technologies are continually changing, and Iowa State University colleges, departments, and programs use various technologies and practices. Not every topic is addressed here. The University, its units, employees, and agents shall not be liable for improper or incorrect use of information obtained through the use of Iowa State websites.

2. Types of Cookies

Session cookies – allow websites to link the actions of a user during a browser session. They may be used for a variety of purposes such as remembering what a user has put in their shopping basket as they browse around a site. They could also be used for security or to facilitate use of webmail. These session cookies expire after a browser session so would not be stored longer term.

Persistent cookies – are stored on a users' device in between browser sessions which allows the preferences or actions of the user across a site (or in some cases across different websites) to be remembered. Persistent cookies may be used for a variety of purposes including remembering users' preferences and choices when using a site or to target advertising.

First and third party cookies – Whether a cookie is 'first' or 'third' party refers to the website or domain placing the cookie. First party cookies in basic terms are cookies set by a website visited by the user - the website displayed in the URL window. Third party cookies are cookies that are set by a domain other than the one being visited by the user. If a user visits a website and a separate company sets a cookie through that website this would be a third party cookie.

Social Media Third Party Cookies-To enrich our website content, sometimes we may embed video content from other social media websites such as YouTube or Facebook. As a result, when you visit a page with content embedded, you may be presented with cookies from these websites. Iowa State University has no control or liability over these cookies set, so you should check the relevant third party's cookie policy for more information.

We also offer a "share page" widget on some of our web pages, where content can be shared easily on the following sites Facebook, Twitter, LinkedIn and

Google+. These sites may set a cookie when you are logged into their service. Iowa State University has no control or liability over these cookies set, so you should check the relevant third party's cookie policy for more information.

3. Common Cookies

Common Cookies Cookie Name	Cookie Description	Cookie Classification	Cookie Behavior
ASP.NET_SessionId	Randomly generated session ID. Our suppliers have deemed this as essential to the operation of the service. [Find out more about this cookie from Microsoft Support.] Strictly necessary cookie	Session cookie - disappears when the user closes the browser.	
_utma	Google Analytics.	Used by Google Analytics to track user count of visits to a site, when a first visit was, and a last visit. Performance cookie	Persistent cookie, lasts for 2 years
_utmb	Google Analytics.	Used by Google Analytics to track exactly when a user visits a site. Performance cookie	Persistent cookie, lasts for 30 minutes
_utmc	Google Analytics. Used by Google Analytics to track exactly when a user leaves a site.	Performance cookie	Session cookie - disappears when the user closes the browser.
_utmz	Google Analytics.	Used by Google Analytics to track how a user got to this site (where from), what link was used, what part of the world. Performance cookie	Persistent, lasts for 6 months.

Common Cookies Cookie Name	Cookie Description	Cookie Classification	Cookie Behavior
uuid2	AppNexus Platform.	This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform. This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements. In addition, to enable clients to use non Personally Identifiable Information (PII) they collect outside the Platform or acquire from other third parties, this cookie is sometimes matched to clients’ or other third parties’ cookies that contain such non PII Targeting/advertising cookies	Persistent, lasts up to 90 days
uuid2 (opt-out)	AppNexus Platform	When a user opts out of having the Platform used to select ads based on online behavior, the unique value in uuid2 is deleted and replaced with the non-unique value “-1”. Targeting/advertising cookies	Persistent, lasts up to 90 days
sess	AppNexus Platform.	The sess cookie contains a single non-unique value: “1”. It is used by the Platform to test whether a browser is configured to accept cookies from AppNexus. Targeting/advertising cookies	Persistent, lasts up to 90 days
icu	AppNexus Platform.	The icu cookie is used to select ads and limit the number of times a user sees a particular ad. It contains information such as the number of times an ad has been shown, how recently an ad has been shown, or how many total ads have been shown Targeting/advertising cookies	Persistent, lasts up to 90 days

Common Cookies Cookie Name	Cookie Description	Cookie Classification	Cookie Behavior
anj	AppNexus Platform.	The anj cookie contains advertising interest segments provided by clients and other third parties. Clients use those segments to select advertisements for delivery on the Platform. Targeting/advertising cookies	Persistent, lasts up to 90 days
token	AppNexus Platform.	Cookies that start with token are helper cookies used as a security measure with industry opt-out pages. They contain a unique value only to verify the origin of opt-out requests. Targeting/advertising cookies	Persistent, lasts up to 90 days
acb	AppNexus Platform.	Cookies that begin with acb have a value unique to a particular ad and are used to indicate to the Platform which ad to show and to record the fact that such ad was shown, for purposes such as billing and reporting. Targeting/advertising cookies	Persistent, lasts up to 90 days
favouriteGuid	Stores an anonymous unique identifier to allow a visitor to favorite courses and see them on future visits.	Functionality cookie	Persistent, lasts for 10 years.
visitorGuid	Stores an anonymous unique identifier to allow a visitor to favorite courses and see them on future visits.	Functionality cookie	Persistent, lasts for 10 years.

4. Adwords

This website may also use a remarketing feature in Google AdWords to reach out to people who previously visited our website. Remarketing involves classifying users according to how they use our website and creating an audience segment for third-party vendors, including Google, to show our targeted ads on third party websites. For example, if you access our contact form to make an enquiry about a particular product on our website, you may receive information relevant to that

product within a specific time of visiting our website. This could be in the form of an ad on the Google search results page, or on a site in the Google Display Network. You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to, you can opt out of interest-based advertising entirely by changing your cookie settings or permanently using a browser plugin.

How to control and delete cookies

You can manage cookie usage through your browser settings. The help function in your preferred browser should provide you with the correct information. Some browsers provide helpful cookie guides:

- Chrome: https://support.google.com/chrome/bin/answer.py?hl=en&answer=95647&p=cpn_cookies
- Firefox: <http://support.mozilla.org/en-US/kb/Cookies>
- Internet Explorer: <http://support.microsoft.com/kb/278835>
- Safari 5 for Mac: <http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html>
- Opera: <http://help.opera.com/Linux/10.50/en/cookies.html>

Alternatively, <http://www.allaboutcookies.org> provides advice on how to do this, and further information on cookies and how to manage them.

In addition Google Analytics and AppNexus Platform offer provide their own opt-out options:

- <http://tools.google.com/dlpage/gaoptout>
- <http://www.appnexus.com/platform-policy#choices>
- <http://optout.networkadvertising.org/?c=1#!/>

N.B. In the case of some mobile devices, it may be necessary to consult the device's instruction manual to manage cookies effectively.

More information

- [All about cookies](#)
- [Cookies and Google Analytics](#)