



Policy Name	Marketplace Privacy Policy
Policy Number	50000.155
Effective Date	July 1, 2014
Administrative Division	Division of Academic Affairs
Unit	Division of Information Technology
Revised Date	June 1, 2023

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1. Policy Statement

Jackson State University uses the third party e-commerce system, Marketplace, to enable customers to register and pay for various events the university hosts. To complete the financial transaction, we must collect specific information.

2. Purpose

The purpose of this policy is to summarize the type of information we collect from a registered user or visitor. This privacy policy includes what we will and will not do with the information we collect on the Marketplace site. Security events should be reported through appropriate management channels as quickly as possible.

This privacy policy does not control the collection and use of information by companies or individuals that Jackson State University does not own, manage, or employ. Our website contains links to other websites. If you visit a website that we mention or link to, we recommend you review its privacy policy prior to providing information.

3. Definitions

- 3.1. **Registered User** - A person who registers and saves a username, password, and the personal information necessary to complete the financial transaction.
- 3.2. **Visitor** – A person who completes a financial transaction as a guest without saving personal information.

4. Information We Collect

The information we may collect includes your name, billing and shipping address, credit card information, contact information including telephone number and email address, demographic information such as preferences and interests, and other information relevant to customer surveys and/or offers. We collect information on your IP address, browser type, and Refer URL data.

5. How We Use your Information

We use the information we collect to fulfill your order, to better understand how our visitors use our website, determine where our visitors are coming from, to analyze user activity on our website, and to improve our marketing. We do not sell, lease, trade, or redistribute your information.

6. Your Privacy Responsibilities

To help protect your privacy, we recommend that you:

- Not share your username and password,
- Log off the Jackson State University website when you complete your transaction, and
- Install and update anti-virus software on your computer to protect against malware (viruses, Trojan horses, bots, etc.).

7. Security and Storage

We have physical, electronic, and managerial procedures in place to protect the information we collect online. Information on the payment processing site is encrypted during transmission using Secure Socket Layer (SSL) technology.

8. Cookies and Browser Information

Cookies are small files that reside on your computer. They allow us to recognize you on your next visit or store your shopping cart contents.

9. Retention

If you save your registration information or personal data, we will retain it for as long as your account is active.

10. Privacy Policy Changes

We reserve the right to modify this privacy policy at any time. The current version resides on our website: We will post the current policy on the Information Technology page of our website: <https://www.jsu.ms.edu/jsu-cyber-awareness/jsu-information-technology-policies/>. We encourage you to review it frequently.