

PRIVACY NOTICE FOR USC LONDON OFFICE

The University of Southern California London Office (“USC London”) is committed to safeguarding the privacy of data provided by our students, alumni, donors and other constituents. This Privacy Notice describes USC London’s collection, use, and disclosure of information about you that are provided to USC London.

In most cases, the lawful grounds for collecting and using your personal information is for USC’s legitimate interests in carrying out its business functions, provided that our interests do not outweigh your rights, interests, and freedom. We may also collect and use your personal information based on your prior consent, to carry out a contractual obligation, or to fulfill legal obligations. For instance, when you submit information to USC London, you consent to its collection and use of that information as described in this Privacy Notice. Further, when the collection and use is based on your consent, you have the right to withdraw that consent at any time, without such withdrawal affecting the legitimacy of the use that has occurred so far.

PERSONAL INFORMATION USC LONDON COLLECTS

Personal information is any kind of information that allows us to identify you, directly or indirectly, such as your name, contact details, or address. We may collect and process the following personal information about you:

- Identifiers, such as your name, address, email address, and telephone numbers;
- Demographic information, such as your age and gender;
- Professional or employment information, such as your job title and place of work;
- Education related information, including your school or college and status as a student; and
- Internet or other electronic network activity information, such as your internet protocol (IP) address, login data, unique device identifiers, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, mobile device carrier and other technology on the devices you use to access this website.

We also collect, use, and share deidentified information such as statistical or demographic data, which we may use for any purpose. This information could be derived from your personal information but will not reveal your identity directly or indirectly.

HOW USC LONDON USES YOUR PERSONAL INFORMATION

USC London collects and maintains information about you based on its interest in continuing its relationship with you, including by promoting USC’s interests and achievements to you and inviting you to support and participate in USC programs and events.

USC London uses information about you to tailor our messages and invitations to your interests, to analyze and improve our alumni and relationship efforts, and to conduct general demographic and statistical research. We also use and share your information internally with other University offices and units as necessary to provide services to you. For admission

enquiries, your contact information may be shared with someone from our admissions team so they can contact you directly.

USC London uses your information where required by applicable laws and regulations and where necessary for the establishment, exercise, or defense of legal claims.

HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect personal information from you via the following:

- Forms you complete (or which are completed by your authorized representatives on your behalf);
- Your correspondence and interactions with us, including by letter, email, and telephone; and
- Third parties that, for example, verify addresses or provide other information.

THIRD PARTIES

We do not sell personal information or disclose personal information except as may be required or permitted by law, rule, or regulation. We may also disclose personal information to third parties under the following circumstances, if we have your consent to do so:

- To support our operations and legitimate educational interests;
- To the extent we are required to do so by law, court order, or subpoena; and
- In de-identified and/or aggregate form without limitation.

On all occasions when it is necessary for us to share your personal information with other parties, we will require that such information only be used for the limited purpose for which it is shared and will advise such third parties not to further share your information with others except to fulfill that limited purpose.

SECURITY

You must have a secure browser—one that supports secure transmission of data across the Internet—to send payment to/from the University. For more information about your browser's security features, use your browser's help feature.

We take precautions to maintain the confidentiality, integrity, and security of your personal information, including the adoption of certain physical, electronic, and procedural safeguards and procedures designed to maintain and secure your personal information from inappropriate disclosure in accordance with applicable laws and regulations. However, no security measures are perfect, and we cannot assure you that personal information that we collect will never be accessed or used in an unauthorized way.

We restrict access to personal information to those employees and agents of USC who need to know that information in order to provide USC's services. We may disclose such information to our service providers (including financial, technical, marketing, and professional service

providers and consultants) and financial institutions that provide services to USC. We require such third party service providers and financial institutions to protect the confidentiality of your personal information and to use the information only for purposes for which it is disclosed to them.

If you have an account with USC, your account password is protected so that only you can access it and view the information that you provide to us through the online site. We strongly advise you not to share your password with anyone.

COOKIES AND WEBSITE ANALYTICS

We (and our authorized third parties) use cookies and similar technologies, such as pixels, web beacons, tags, and session replay tools to collect information about you, your device, and how you interact with our websites. Cookies are a type of technology that install a small amount of information on a user's computer or other device when they visit a website. Some cookies are erased when you close your browser window and some persist over multiple sessions for a period of time. Pixels, web beacons and tags are types of code or transparent graphics that contain a unique identifier, and which provide analytical information about the user experience and help us customize our marketing activities. In contrast to cookies, which are stored on a user's computer hard drive, pixels, web beacons, and tags are embedded invisibly on web pages. Session replay tools record your interactions with our websites, such as how you move throughout our websites and engage with our webforms, and help us improve our websites and identify and fix technical issues visitors may be having with our websites.

In addition to the uses identified above, we use these technologies to analyze website usage by all of our visitors; to help us remember you and your preferences when you revisit the websites; and to remember you the next time you log in.

We may disclose information to or allow selected third parties, such as social media companies, advertising networks, and companies that provide analytics including ad tracking and reporting, to place cookies and other tracking technologies through the website to provide us with better insights into the use of the website or user demographics or to provide relevant advertising to you. These third parties may collect information about a user's online activities over time and across different websites when he or she uses our website.

Many USC.edu websites use Google Analytics (or other similar web analytics tools) to collect information about visitor traffic and behavior. This allows us to identify usage trends and to improve the performance and content of our websites.

You can use the Google Analytics Opt-Out Browser Add-on to disable tracking by Google Analytics.

Further general information about cookies and how they work is available at www.allaboutcookies.org. You can decline cookies by adjusting your browser settings but some features of the websites may not function. If you change computers, devices, or browsers; use multiple computers, devices, or browsers; or delete your cookies, you may need to repeat this process for each computer, device, or browser. We currently do not use technology that responds to do-not-track signals from your browser.

RETENTION AND DESTRUCTION OF YOUR INFORMATION

We will retain your personal information only for as long as is necessary for the purposes set out in this Policy, or as long as we are legally required or permitted to do so. Under certain circumstances, you may have the right to have your personal information erased.

When deciding how long to retain your personal information, we take into account our legal and regulatory obligations, the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information described above and whether we can achieve those purposes through other means. We may also retain your personal information to investigate or defend against potential legal claims in accordance with the limitation periods of countries where legal action may be brought.

DATA PROTECTION RIGHTS IN THE UNITED KINGDOM AND EUROPEAN UNION

If you are located in the United Kingdom or the European Union, you may also have additional rights with respect to your Information, such as: (i) data access and portability; (ii) data correction (including the ability to update your personal data); (iii) data deletion (including the right to have USC delete your personal information, except information we are required to retain, by contacting us); and (iv) withdrawal of consent or objection to processing (including, in limited circumstances, the right to ask USC to stop processing your personal data, with some exceptions, by contacting us). You may also be able to file a complaint with the appropriate supervisory authority in the United Kingdom and European Union.

UPDATES TO THIS POLICY

We may update or change this policy at any time. Your continued use of this site after any such change indicates your acceptance of such changes.

CONTACT US

If you have any questions or concerns about this Privacy Notice, please contact us at: compliance@usc.edu or +1 (213) 740-8258.

To reach the USC London Office directly, please contact us at: slondon@usc.edu or + 44 (0)20 7907 7781.

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