



## Teaching & Academic Research Privacy Policy

This Marketing Research course is taught by James L. Thomas, Ph.D., Professor of Marketing, College of Business and Industry, Jacksonville State University, 700 Pelham Road North, Jacksonville, AL, 36265-1602; 256-782-5790; [jthomas@jsu.edu](mailto:jthomas@jsu.edu).

The Department of Management & Marketing at Jacksonville State University recognizes the importance of protecting the privacy of Personal Identifying Information (PII) about you as a student, and/or as an academic research participant. We consider the following to be PII: your name, address, email address, phone number, date of birth, job, personal interests, Social Security number, Student Identification number, opinions, and attitudes. We do not collect PII about a student, and/or research participant except for information that is voluntarily provided to our Department so that we can serve the individual's needs and our legitimate academic purposes. For example, when a user requests results of a survey we are conducting, we need to retain certain PII in order to respond to the request. An individual's PII may be used by our Department to help us improve our course offerings, and for our Department's academic research and promotional purposes. This PII will be treated confidentially within our Department. Our policy is **NOT** to share this information with outside 3<sup>rd</sup> parties, but we may share this information with other Departments within the College of Business & Industry.

We periodically conduct both business and consumer surveys. No PII will be collected or used without the express written consent of the University's Institutional Review Board. Any individual responses will remain **STRICTLY CONFIDENTIAL** and participation in our surveys is completely voluntary. Information from individual responses will be aggregated with other individual responses to create broader, generic responses to survey questions. This aggregated, non-personally identifying information may be shared with outside 3<sup>rd</sup> parties, such as academic journals. Furthermore, surveys conducted by this Department are generally for academic research purposes only. Any survey that is being conducted on behalf of an organization other than Jacksonville State University will be identified as such.

### **SPECIAL NOTICE TO PARENTS:**

We have no intention of seeking PII about minors who participate in our surveys. If a minor provides PII, the same privacy policies will apply to that information. In addition, if we can identify a survey participant as a minor, the PII will not be used for further academic research or promotion. We strongly encourage you to ask your children to seek your permission before they provide information about themselves or their families either over the Internet, or by means of some other survey format.

### **SPECIAL NOTICE TO KIDS:**

**Please ask your parent or guardian for permission before you provide any personal information, for any reason, to anyone over the Internet, by text, by mail, by telephone, or in person.**