**Mid-America Christian University (MACU) Privacy Policy**

At Mid-America Christian University (MACU), we are committed to respecting and protecting the privacy of our students, faculty, staff, and visitors. This Privacy Policy explains how we collect, use, and safeguard your personal information when you interact with our website and services, including SMS communications.

**1. Information We Collect**

We collect personal information to provide educational services and improve your experience. The types of information we may collect include:

* **Personal Identification**: Name, email address, phone number, home address, and other contact details.
* **Academic Information**: Enrollment status, academic performance, and other details relevant to your education.
* **Financial Information**: Payment information for tuition or other financial services.
* **Technical Information**: Data such as IP addresses, browser types, and device identifiers through cookies and similar tracking technologies.

**2. SMS Communication and Opt-In Consent**

We may send SMS (text) messages to communicate important information regarding your relationship with MACU, such as admissions, registration, deadlines, events, and other University updates.

* **Website Opt-In**: By providing your phone number on any intake form or application through MACU.edu, you are consenting to receive text messages from MACU. We will always provide clear opt-in language explaining the purpose of collecting your phone number and the types of messages you may receive.
* **External Opt-In**: If you opt-in to receive SMS communications outside of our website (such as at an event or through a third-party service), you will be informed of the nature of the messages and frequency at the time of opt-in.
* **Opt-Out**: You can withdraw your consent at any time by replying STOP to any SMS you receive or by contacting our support team at itservices@macu.edu or 405-691-3800.

**3. How We Use Your Information**

We use your personal information for purposes including but not limited to:

* Providing and improving academic services.
* Communicating important updates, including class schedules, deadlines, and emergency notifications.
* Processing applications and maintaining student records.
* Responding to inquiries and providing customer support.
* Responding to requests for information and assisting with the enrollment process.

**4. Sharing Your Information**

MACU does not sell or rent your personal information to third parties. We may share your information with:

* **Service Providers**: Trusted partners who assist with our educational services, such as software providers, cloud storage, or SMS messaging platforms.
* **Legal and Safety Obligations**: When required by law or necessary to protect the safety of the University community.

**5. Data Security**

We employ industry-standard security measures to protect your personal information from unauthorized access, alteration, or disclosure. However, no online data transmission is completely secure, and we cannot guarantee the absolute security of your information.

**6. Your Rights**

You have the right to:

* Access, correct, or delete your personal information.
* Withdraw your consent for certain uses of your information, including SMS communications.
* Request information on how your data is being used or shared.

To exercise these rights, please contact us at jody.allen@macu.edu or 405-691-3800

**7. Use of Cookies**

Our website uses cookies and similar technologies to enhance user experience, analyze site traffic, and personalize content. You may choose to disable cookies through your browser settings, but doing so may affect your ability to use some features of our website.

**8. Third-Party Links**

Our website may contain links to external websites. MACU is not responsible for the privacy practices or content of these sites. We encourage you to review the privacy policies of any third-party sites you visit.

**9. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or relevant laws. The updated policy will be posted on this page, and the revision date will be noted.

**10. Contact Information**

If you have any questions or concerns regarding this Privacy Policy or how your information is handled, please contact us at:

Mid-America Christian University
3500 SW 119th St, Oklahoma City, OK 73170
Phone: 405-691-3800
Email: jody.allen@macu.edu

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