

Privacy Policy

The American University of Technology (AUT) is committed to protecting the privacy of its website visitors and online users. This Privacy Policy outlines how we collect, use, retain, and protect your information. By using our website, you agree to the terms of this policy.

1. Information We Collect

We may collect the following types of information:

a. Personal Information

This includes data you provide directly through forms or interactions, such as:

- - Name
 - Date of birth
 - Email address
 - Phone number
 - Mailing address
 - Academic or professional information (e.g., application details)

b. Usage Data

AUT collects technical data to improve user experience and functionality, such as:

- - IP address
 - Browser type and version
 - Operating system
 - Device information
 - Date and time of visits
 - Pages visited and time spent on our site

c. Cookies and Tracking Technologies

AUT uses cookies, web beacons, and similar tracking technologies to:

- - Analyze website traffic
 - Customize user experience
 - Enable website functionality

You can manage or disable cookies through your browser settings.

2. How We Use the Information

The information collected is used for the following purposes:

a. Providing Services

- To process inquiries, applications, or requests submitted via our website.
- To manage user accounts or subscriptions for newsletters and updates.

b. Improving User Experience

- To enhance our website's functionality and content based on user behavior.
- To identify and troubleshoot technical issues.

c. Communication

- To send updates, announcements, or promotional materials related to AUT.
- To respond to inquiries and support requests.

d. Compliance and Legal Obligations

- To comply with applicable laws and regulations.
- To enforce AUT policies and terms of service.

e. Marketing and Advertising

- To deliver targeted content and advertisements through third-party platforms such as Facebook, Google, or similar services.

3. Data Retention

AUT retains your data only as long as necessary for the purposes outlined in this policy or as required by law.

- Personal Information: Retained for as long as needed to provide services, fulfill contractual obligations, or comply with legal requirements.
- Usage Data: Retained for analytics purposes, typically no longer than 12 months.
- Cookies: Retention periods vary depending on the type of cookie, with some expiring after the session and others persisting for longer durations.

When data is no longer required, it will be securely deleted or anonymized.

4. Data Sharing and Disclosure

We may share your information with:

a. Service Providers

Third-party vendors who assist with website hosting, analytics, marketing, or other operational services.

b. Legal Authorities

When required by law, regulation, or to protect the rights of AUT, its staff, or students.

c. Social Media Platforms

Data may be shared with platforms like Facebook to facilitate advertising, analytics, or integration services.

AUT does not sell, rent, or trade your personal information.

5. Your Rights

As a user, you have the following rights regarding your personal data:

- - Access: Request access to the personal information we hold about you.
- Correction: Request corrections to inaccurate or incomplete data.
- Deletion: Request the deletion of your personal data, subject to legal or contractual obligations.
- Restriction: Request restrictions on processing your data.
- Withdraw Consent: Where applicable, withdraw your consent for data processing.

To exercise any of these rights, contact us using the information provided below.

6. Security

AUT employs industry-standard measures to safeguard your information, including:

- - Encryption of sensitive data
- Regular security assessments
- Restricted access to personal data by authorized personnel only

Despite these measures, no system is completely secure. Users should exercise caution when sharing personal information online.

7. Third-Party Links

Our website may contain links to external websites, including Facebook. AUT is not responsible for the privacy practices or content of third-party websites. We encourage users to review the privacy policies of these sites.

8. Changes to This Policy

AUT reserves the right to update this Privacy Policy periodically. Changes will be posted on this page with the updated date.

9. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

American University of Technology (AUT)