



**PARK**  
UNIVERSITY<sup>SM</sup>

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## Opt-out Policy

Individuals may opt-out of receiving some materials or otherwise being contacted by the University (including emails, surveys, mailings, and telephone calls). As an individual's relationship with the University may change over time, three offices handle opt-out requests separately.

### Prospective Students

In this policy, a prospect is defined as a person who is not a student at Park University but who may become one. Included in this category are inquiries, recruits, applicants, and admitted (but not yet enrolled) students, as well as those individuals who participate in prospecting and recruiting activities such as attending a forum or completing a request for more information. Names and contact information for these individuals are stored in the University's Customer Relationship Management system. Prospective students may receive telephone calls, emails, text messages or direct mail from the University. Individuals may opt-out of these communications by using the opt-out feature in the emails or text messages or by contacting Park University Admissions at [admissions@park.edu](mailto:admissions@park.edu). Once the request is received, the prospective student's record is updated to reflect the opt-out request. Individuals who wish to opt back in to these lists may submit a new inquiry form or application via Park's website or by contacting Park University Admissions at [admissions@park.edu](mailto:admissions@park.edu) with their request.

### Students

A student is defined as an individual with an active enrollment for current and/or future terms at the University. The University communicates important information to students through official university email and through its platforms and emergency message system(s). Various offices contact students to advise them about opportunities or about their academic plans (i.e., enrollment, major, graduation). Students may not opt out of official messages such as these during their academic career.

### Alumni and Other Friends

Alumni are defined as individuals who have attended Park University in the past, regardless of whether they graduated from the University. Friends are defined as individuals who support the University and/or who have a relationship to the University not defined above. The University communicates with alumni and friends through certain platforms. Alumni may opt-out of these messages by clicking the opt-out link at the bottom of each email. Once the request is received, their constituent record in the University's alumni tracking database is updated to honor their request by adding the 'request no email' attribute to their record. Individuals who wish to opt back in to these lists may contact the Advancement or Alumni Office via email or a written letter with their request.