

Appendix A

Best Practices for Terms of Service and Privacy Policies (“TOS”) of Digital Publishers with the UH Bookstore

1. Data Collection. Publishers should provide information about what types of, and how, data are collected. Publishers should only collect data necessary to provide or improve upon the services requested.
2. Data Use. Publishers should only use data collected about UH students for the purpose of providing or improving upon the services requested. Publishers should not use data for the purpose of marketing or advertising.
3. Data Mining. Publishers should not use UH student data for the purpose of marketing or advertising.
4. Data Sharing. Publishers should only share information with third parties who are performing services requested and who are required to comply with the same TOS.
5. Data Destruction. Publishers should ensure proper destruction of data once the data is no longer necessary to provide the service or at the conclusion of student access.
6. De-identification of Data. Publishers may use only de-identified or aggregated data for product development, research, or other purposes, but only if all direct and indirect personal identifiers, including demographic and contextual information that can be used to re-identify, are removed, and only if attempts at re-identification are expressly prohibited.
7. Modification of TOS. Publishers should provide individual email notice and seek additional consent any time the provisions of the TOS are modified.

Publishers whose TOS comply with the foregoing best practices shall be identified by the UH Bookstore and placed on a list of “recommended digital publishers” that faculty can utilize to ensure student privacy.