



## **IBS PRIVACY POLICIES**

### **International Business School (IBS) Privacy Policy**

Website: [www.ibs.ng](http://www.ibs.ng)

This Privacy Policy explains the privacy practices for [www.ibs.ng](http://www.ibs.ng), the official website of International Business School (IBS). Please note that IBS schools, centers, and affiliated units may have separate privacy policies. By using this website, you consent to the collection and use of information in accordance with this Privacy Policy.

#### **WHAT INFORMATION DO WE COLLECT?**

We and our authorized third-party vendors may collect certain information regarding your use of [www.ibs.ng](http://www.ibs.ng), including but not limited to your IP address, browser type, and pages visited. Your sessions may be tracked for analytics purposes, but individual users remain anonymous. IP addresses may be used to identify general geographic locations.

We may also collect other information voluntarily provided by you, such as when you submit an inquiry, register for programs, or sign up for newsletters. Data from different systems may be connected for internal purposes but is not linked to personally identifiable information unless explicitly provided by you.

#### **HOW DO WE USE YOUR INFORMATION?**

Information collected may be used for purposes including:

Website administration and performance monitoring

Abuse detection and prevention

Tracking user trends and improving website functionality

Responding to inquiries or requests submitted via email or contact forms

We do not sell, rent, swap, or authorize third parties to use your email address for commercial purposes without your consent.

Some user information may be shared with third-party service providers to help deliver, improve, or analyze IBS web services. Examples include platforms like Google Analytics and Mailchimp, which generate reports on site usage, visitor behavior, and audience trends. These third parties are prohibited from using or sharing your information for any purpose other than providing services for IBS.

We may also disclose information to third parties in circumstances necessary to:

Comply with applicable laws, regulations, or legal processes

Detect, prevent, or address fraud, security, or technical issues

Protect the rights, safety, or property of IBS, its users, or others

#### **HOW IS THIS INFORMATION COLLECTED AND HOW TO OPT-OUT**

Third parties, including Google, may use cookies, web beacons, or similar technologies to collect or receive information from our website and elsewhere online to provide analytics and targeted advertisements.

For more information on Google Analytics, including how to manage settings and opt-out, consult [Google's Privacy Policy](#) and [Ads Settings](#). You may also opt-out using tools such as the Network Advertising Initiative (NAI) opt-out page.

## **COOKIES**

Cookies are small files stored on your computer that help improve user experience. IBS uses cookies to:

Remember your preferences for future visits

Compile aggregate data about website traffic and interactions

Optimize website functionality and services

You may disable cookies through your browser settings or opt-out of third-party cookie tracking via the Network Advertising Initiative opt-out page.

## **THIRD-PARTY WEBSITES AND COOKIES**

Our website may contain links to external websites. IBS is not responsible for the privacy practices or content of such websites.

Some cookies may be set by third parties, such as YouTube, Twitter, Facebook, Instagram, or other social media platforms, when their content or services are embedded on our website. These third-party cookies are subject to the privacy policies of those providers.

## **CHANGES TO THIS POLICY**

This Privacy Policy may be updated or amended periodically. All changes will be posted on this page with the updated effective date.

## **EFFECTIVE DATE**

This Privacy Policy is effective as of March 3, 2023.