

Privacy Policy

BJU Arts & Culture App

Effective Date: April 21, 2026 | Last Updated: August 28, 2026

1. Introduction

Thank you for using BJU Arts & Culture App (the "App"). This Privacy Policy explains how we collect, use, disclose, and protect information when you use our App on your mobile device. We are committed to protecting your privacy and being transparent about our data practices.

Please read this Privacy Policy carefully. By downloading or using the App, you agree to the practices described in this document. If you do not agree with these terms, please do not use the App.

2. About Our App

BJU Arts & Culture App provides access to the BJU events calendar, information about Bob Jones University and the School of Fine Arts and Communication, and an attendance reporting tool. The attendance reporting is done through use of a QR code that requires access to your device's camera to function. The App:

- Accesses the camera exclusively to capture and decode QR codes
- Does not store, transmit, or share camera images or video
- Does not retain any QR code scan history on external servers
- Does not require an account or user registration

3. Camera Permission & Use

3.1 Why We Need Camera Access

The App requests permission to access your device's camera for one purpose only: to scan and decode QR codes in real time. The camera is activated only when you open the scanner view and are actively using the App. It is not accessed in the background or at any other time.

3.2 What We Do NOT Do with Your Camera

We want to be explicit about what we do not do:

- We do not capture, save, or store photographs or video footage
- We do not transmit any camera image or video stream to our servers or any third party
- We do not use your camera for facial recognition, biometric data collection, or any form of surveillance
- We do not access your camera when the App is closed or running in the background
- We do not share camera data with advertisers, analytics providers, or data brokers

3.3 Revoking Camera Permission

You may revoke camera permission at any time through your device's Settings. If camera access is revoked, the QR scanning functionality will be unavailable, but you may continue to use any other App features that do not require the camera.

4. Information We Collect

4.1 QR Code Content

When you scan a QR code, the encoded information is used to track attendance for your account. Data is not transmitted to any third party.

4.2 Automatically Collected Technical Data

When you use the App, we may collect information, including:

- App version number
- Device operating system type and version (e.g., iOS 17, Android 14)
- Crash logs and error reports (if you opt in to crash reporting)
- Attendance records
- Personalized settings
- University account information
- Attendance requirements

This information is not transmitted to any third party. The data collected is for use by Bob Jones University for academic purposes, promotional purposes, and for diagnosing technical issues and improving App stability.

4.3 Information We Do Not Collect

We do not collect:

- Device identifiers such as IDFA, GAID, or IMEI
- Any images, video, or audio captured by your device

5. How We Use Information

The limited technical data we may collect is used only for the following purposes:

- To track and report attendance
- To promote Bob Jones University and the School of Fine Arts and Communication
- To operate, maintain, and improve the App's performance and reliability
- To identify and fix bugs or crashes
- To ensure the App functions correctly across different device types and operating system versions

We do not use your information for targeted marketing.

6. Data Sharing & Disclosure

We do not sell, trade, rent, or otherwise transfer any user information to outside parties. We may disclose information only in the following limited circumstances:

- Legal Compliance: If required by law, subpoena, court order, or other governmental request, we may disclose information to comply with applicable legal obligations.
- Safety: To protect the rights, property, or safety of our users or the public where required or permitted by law.
- Business Transfers: In the event of a merger, acquisition, or sale of all or substantially all of our assets, user data (if any) may be transferred as part of that transaction. We will notify you of any such change via a prominent notice in the App.

We do not engage any third-party analytics providers, advertising networks, or data brokers in connection with this App.

7. Data Storage & Retention

Student academic attendance data will be retained on our servers, as well as user settings and favorites. Crash logs, if collected, are retained for no longer than 90 days and are then automatically deleted.

8. Children's Privacy

User accounts are restricted to members of the Bob Jones University community. The App does not knowingly collect any personal information from children under the age of 13 (or the applicable age in your jurisdiction). The App has no features that request personal data from children. If you believe a child has provided personal information through our App, please contact us immediately at the address below and we will take steps to delete such information.

9. Data Security

We take reasonable technical and organizational measures to protect the information we process. Data is secured using Azure user accounts. For device-level security, we recommend keeping your operating system and App updated to the latest version.

10. Your Rights

Depending on your jurisdiction, you may have certain rights regarding your personal data. Your data is tracked through university accounts using Azure. We are committed to honoring your rights where they apply. These may include:

- The right to access personal data we hold about you
- The right to request correction of inaccurate data
- The right to request deletion of your data
- The right to withdraw consent for data processing
- The right to lodge a complaint with a supervisory authority (in the EU/EEA)

To exercise any of these rights, please contact us using the details provided in Section 13.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other legal, operational, or regulatory reasons. When we make changes, we will update the "Last Updated" date at the top of this document and provide notice within the App. Your continued use of the App after any changes constitutes your acceptance of the updated policy.

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

BJU Arts & Culture App — Privacy Inquiries

Email: appstore@bju.edu

Mailing Address: Bob Jones University, 1700 Wade Hampton BLVD, Greenville, SC 29614

We will respond to all legitimate privacy inquiries within 30 days.

This Privacy Policy was last reviewed and updated on April 21, 2026.