Privacy Policy

This Privacy Policy explains how Hannibal-LaGrange University ("HLGU," "we," "us") collects, uses, and shares information when you visit or interact with HLG.EDU and other university websites that link to this policy (the "Sites"). Unless we obtain your prior consent, we use information as described below.
Effective date: May 2026

Information Collection

We collect information in the following ways:

- **Information you provide:** For example, when you request information, submit an inquiry, register for an event, apply for admission, sign up for communications, or contact us, we may collect identifiers and contact information such as your name, mailing address, telephone number, email address, and any other information you choose to provide.
- **Information collected automatically:** When you use the Sites, we (and service providers acting on our behalf) may collect information such as IP address, device and browser type, operating system, referring/exit pages, pages viewed, approximate location derived from IP address, and the date/time of access.
- **Information from other sources:** We may receive information from university vendors that provide services on our behalf (for example, email delivery, form processing, website analytics, SMS messaging, or voice communications) and use it consistent with this policy.

Use of Information

- Provide and operate the Sites and related services.
- Respond to requests for information and communicate with you.
- Process registrations, submissions, and applications.
- Improve and maintain the Sites, including measuring performance and understanding how visitors use the Sites.
- Protect the security and integrity of the Sites, prevent fraud, and enforce our policies.
- Comply with applicable laws and institutional obligations.

Cookies

To enhance your experience on sites, cookies are used by Hannibal-LaGrange University. As an institution, we specifically reserve the right to store, disclose or otherwise use non-personally identifiable data of this type, without limitation. By visiting our websites, you are acknowledging this reservation of rights.

Phone, SMS, and Voice Communications

If you provide your phone number, we may use it to send informational and transactional communications related to your application, enrollment, account activity, and event participation. We use reasonable administrative, technical, and physical safeguards to protect your information. For program details (including consent, message frequency, and opt-out instructions), see the Messaging and Voice Communications Terms of Use below.

Sharing of Information

We may share information as follows:

- **Service providers:** with vendors that perform services on our behalf (for example, website hosting, form processing, email delivery, SMS messaging and voice communications, analytics, and security monitoring). These vendors are authorized to use information only as needed to provide services to HLGU.
- **Legal and safety:** if we believe disclosure is necessary to comply with law, respond to lawful requests, protect the rights and safety of HLGU and others, or investigate misuse of the Sites.

We do not sell personal information. We do not sell, rent, or share your mobile number or SMS consent information with third parties for their marketing purposes. Your mobile number may be shared with our SMS service provider solely to enable message delivery.

Links to Other Sites

Any of our websites may connect to third party vendors. Hannibal-LaGrange does not necessarily endorse these entities, nor does this privacy policy necessarily apply to those sites.

Contact Us

If you have questions or concerns about Hannibal-LaGrange University's Privacy Policy or our communications practices (including SMS messaging or voice calls), you may contact us at webmaster@hlg.edu or write Hannibal-LaGrange University Webmaster, 2800 Palmyra Road, Hannibal, MO 63401.

Messaging and Voice Communications Terms of Use

Overview

These Terms govern your receipt of SMS text messages and voice calls from Hannibal-LaGrange University ("we," "us," "our") related to admissions, enrollment, application status, account activity, and event notifications.

By providing your phone number and opting in, you consent to receive communications as described below. Consent is not a condition of enrollment or participation.

Program Description: By opting in, you agree to receive informational and transactional SMS text messages from us related to admissions, enrollment, application status, account activity, and event participation. Message frequency varies.

Message and Data Rates: Standard message and data rates may apply based on your carrier plan.

Opt-Out: Reply STOP to any SMS message to opt out. For assistance, reply HELP.

Voice Calls (Live or Automated)

Program Description: Calls may be placed by live representatives or through automated systems, including prerecorded or text-to-speech messages.

Opt-Out Instructions: You may opt out of voice calls at any time by following opt-out instructions provided during the call or by contacting us at Admissions@hlg.edu.

Use of Automated or AI-Assisted Technologies

We may use automated technologies, including artificial intelligence, prerecorded messages, or text-tospeech systems, to deliver SMS messages or voice calls in a timely and efficient manner. These technologies are used to support informational and transactional communications and are monitored for accuracy and appropriateness.

Privacy

We collect and use your information in accordance with our Privacy Policy.

Carrier and Service Disclaimers

Mobile carriers are not liable for delayed or undelivered messages. Voice call delivery may vary based on network conditions.

Changes to These Terms

We may update these Terms at any time. Updates will be posted with an updated effective date.

Contact Information

For questions about these Terms or our communications practices, contact webmaster@hlg.edu.