

About Educational Impact Inc. and our Privacy Policy

Educational Impact Inc. (“EI”) feels strongly about protecting your privacy. We understand how important privacy is to you, and we are committed to creating a safe and secure environment for learners. This Privacy Policy applies to www.educationalimpact.com, our mobile application, and online services (collectively, our “System”), which are all owned and operated by EI. This Privacy Policy describes how EI collects and uses the information you provide on our System.

We use the data we collect to provide you with a better experience and fulfill our mission of providing world-class online content for anyone, anywhere. We started our business in 1999 and have established ourselves as a trusted educational resource.

EI’s System is used by schools, school districts, universities, teachers, administrators and college students (collectively referred to as “Schools”) in both School and home settings. When EI enters into a contract with Schools to provide access to our System, we may have access to personal information. Our Privacy Policy describes what information we gather from our users, how we use that information, and what we do to protect it. By visiting or using our System, you consent to the information handling practices described in this Privacy Policy.

1) Information Collected by Educational Impact Inc. (“EI”)

The categories of personal information we collect may include:

- Normal personal information like name and email address
- School and School system name
- Information about your browser or device
- Non-personal information like discussion board posting which may be linked to your Personal Information

1.1 Contact and Personal Information: When you create an account on the EI system, or communicate with us, we may collect personal information including your name and email address. In addition, we may ask you for personal information such as when you contacted our technical support team, sent us an email, completed a course survey, or otherwise communicated with EI.

1.2 Information from Integrated Sign-On System: Sometimes EI delivers its content through an integrated System (such as PowerSchool, University Platforms, or similar single sign-on Systems), You may have the option of sharing additional information with EI

through an Integrated System, as controlled through your settings on that Integrated System. If you choose to provide such information, during registration or otherwise, EI will treat the information as Personal Information and will use it in the ways described in this Privacy Policy.

1.3 Information obtained from your supervisors, instructors or administrators:

We make available certain features on our System that allow your school supervisors, administrators or instructors to post information and feedback about information you post. For example, an instructor may provide written feedback to you regarding a specific course assignment. EI will disclose your name when you post content which is visible to others on our interactive web features. When you post a question or answer, the content of your posted comment, is visible to others on the System.

1.4 Information about use of our System: We may collect information about your use of our System, such as the number of course assignments you have attempted, the number of videos you have viewed, and the text you wrote to complete a course assignment. This enables your instructor, supervisor or administrator to monitor your course progress, and also allows us to better tailor future courses and educational experiences that are most appropriate for you.

1.5 Usage and Device Information: To provide a personalized learning and high-quality experience for our users, we may use various technologies that automatically record certain technical information from your browser or device when you visit our website, read our emails, use our System, or otherwise engage with us. This information is typically collected through a variety of tracking technologies. We may collect analytics data, or use third-party analytics tools such as Google Analytics, to help us measure traffic and usage trends for our web sites to understand more about the demographics of our users. You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners> and view its currently available opt-out options at <https://tools.google.com/dlpage/gaoptout>. We use or may use the data collected through tracking technologies to better display our website, to save you time, to provide better technical support, and to track website usage.

2) Online Advertising & Use of Personal Information

2.1 EI does not display any third-party advertisements on our System.

However, occasionally our courses may include an assignment that has a link to a third-party web site. These links are created only for users to obtain relevant content required for course completion.

2.2 The last assignment in each EI course requests that users rate the course.

EI may use these learner reviews to make changes to the course, and to provide other users with relevant information before they make their course selections. When making course ratings available to others, EI does not disclose the users last name

2.3 EI takes great care to protect the information you provide us. We do not rent or sell Personal Information that we collect from users with third parties.

3) Instances When EI May Disclose Information for Legal or Business Purposes

3.1 EI may share information with our employees and trusted vendors, third party System providers, and other individuals to provide Systems or products for us or on our behalf. This could include analytics, hosting, marketing and similar Systems. When we share personal information with third party System providers or vendors, these third parties are contractually obligated to maintain the security and confidentiality of that personal information.

3.2 In the event that EI is involved in a merger, acquisition, bankruptcy, change of control, form of sale of some or all of our assets, your personal information may be transferred or disclosed in connection with such business transaction. If the transaction involves the transfer of Data to a third party, we will require the new owner to continue to honor the terms provided in this Privacy Policy.

3.3 EI may release personal Information if we have a good faith belief that access, use, preservation, or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process, or enforceable governmental request; (b) enforce applicable Terms of System, including investigation of potential violations thereof; (c) investigate and defend ourselves against any third-party claims or allegations; (d) detect, prevent or otherwise address fraud, security or technical issues; (e) protect the rights, property, or personal safety of EI, our users, or the public; or (f) as required or permitted by law.

4) Emails Sent to You

We may, from time to time, send you email regarding suggested videos in our Online Academy, and online PD programs we think you might enjoy. These emails are typically sent to users about four times per year. You can unsubscribe from these mailings at any time by clicking the “unsubscribe” button at the bottom of these emails. We will not send you messages regarding third party products and Systems of any kind. However, we strongly suggest that you do not unsubscribe or opt-out of all messages regarding your account, as important System information may need to be conveyed to you during your subscription term.

5) Information & Data Retention

We will retain your information for as long as your account is active or as is reasonably useful for operational purposes. For example, we may retain certain data as necessary to prevent fraud or future abuse, for recordkeeping or other legitimate business purposes, or if required by law. All retained personal information will remain subject to the terms of this Privacy Policy. Once you or your school system terminates or fails to renew its EI subscription, we normally retain all course and program completion data up to one year from the date of your termination. If after one year you or your school does not extend / renew your subscription, EI normally deletes all user and School data from our System. At any time during your subscription term you or your school always has the ability to print or load user completion data for courses / programs completed.

6) We try to ensure that our System and information sent to us are safe, but no security measures are perfect.

EI uses certain physical, managerial, and technical safeguards designed to preserve the integrity and security of your Personal Information and other information we maintain in connection with our System. We cannot, however, ensure or warrant the security of any or all of the information you transmit to EI, and you do so at your own risk. Once we receive your transmission of information, EI makes commercially reasonable efforts to ensure the security of our systems. When you enter information, we encrypt the transmission of that information. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and will notify you of the security incident in accordance with applicable laws and regulations.