

## **Elevate K-12 Website Privacy Policy**

**Effective Date:** February 24<sup>th</sup>, 2017

Elevate K-12, a service of EdBlox Inc., (“Elevate K-12”, “we”, “us”, or “our”) recognizes the importance of privacy, and in this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about visitors to our website [www.elevatek12.com](http://www.elevatek12.com) and any websites that post this Policy, and the services available through our Site (collectively, the “Services”).

The practices that we describe in this Policy pertain to our collection of information from persons over the age of thirteen (13), including visitors to our website over the age of 13 (collectively, “you”).

By visiting the Site or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Use, including its applicable limitations on damages and the resolution of disputes. Our Terms of Use are incorporated by reference into this Policy.

### **Information We Collect**

We collect information about you directly from you, as well as automatically through your use of our Site or Services. We also may collect information about you from third parties, such as social networking platforms.

- ***Information We Collect Directly from You.*** We collect information from you when you request information from us, or otherwise contact us. The type of information that we collect from you will vary based on your particular interaction with our Site and Services, but may include: your name, email address, phone number, and any other information that you choose to provide to us.
- ***Information We Collect Automatically.*** We automatically collect information such as the following about your use of our Site or Services through cookies and other technologies: domain name; browser type; browser language; operating system type; device name and model; pages or screens viewed; links clicked; IP address; when and the length of time spent on our Site or using Services; and the referring URL, or the webpage that led to our Site. We may combine this information with other information that we collect about you.

### **How We Use Your Information**

We use the information that we gather about you for the following purposes:

- ***Communicating with You or Others.*** To communicate with you, including via email, about our Services; to respond to your inquiries; to provide you with news and newsletters, special offers, and promotions; to contact you about products or information we think may interest you; and for other marketing, advertising, and promotional purposes.
- ***Analyzing Use of Our Services.*** To better understand how users access and use our Site and Services, both on an aggregated and individualized basis; to respond to user desires and preferences; and for other research and analytical purposes.

- ***To Protect Our Rights and Interests and those of our Customers.*** To protect our rights and interests as well as the rights and interests of our customers and users of our Site and Services.
- ***Complying with the Law.*** To comply with applicable legal obligations.

### **How We Disclose Your Information**

We may disclose the information that we collect about you, including personal information, with the following entities:

- ***Affiliates.*** We may disclose your information to our affiliates or subsidiaries for research, marketing, and other purposes consistent with this Policy.
- ***Unaffiliated Third Parties.*** We may disclose your information to other unaffiliated third parties, including for their own marketing purposes. Please see our Special Information for California Consumers section below with regard to such disclosures.

We may also disclose the information that we collect about you, including personal information, in the following ways:

- ***Business Transfers.*** We may disclose your information to another entity if we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding.
- ***In Response to Legal Process.*** We may disclose your information in order to comply with the law, a judicial proceeding, subpoena, court order, or other legal process.
- ***To Protect Us and Others.*** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.
- ***Aggregate and De-Identified Information.*** We may disclose aggregate or de-identified information about users for marketing, advertising, research, or similar purposes.

### **Cookies and Other Tracking Mechanisms**

We and our service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We or our service providers may combine this information with other personal information we collect from you.

- ***Do Not Track.*** Our Site does not respond to Do Not Track signals and we may track your activities once you leave our Site. You may disable certain tracking as discussed in this section (e.g., by disabling cookies).
- ***Cookies.*** We or our service providers may use cookies to track visitor activity on our Site. A cookie is a text file that a website transfers to your computer's hard drive for record-keeping purposes. We or our service providers may use cookies to track user activities on our Site, such as the pages visited and time spent on our Site. Most browsers allow users to refuse cookies. The

Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies may not be able to browse certain areas of the Site.

- ***Clear GIFs, pixel tags and other technologies.*** Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies, which are embedded invisibly on web pages. We or our service providers may use clear GIFs (also known as web beacons, web bugs or pixel tags), in connection with our Site to track the activities of visitors to our Site, help us manage content, and compile statistics about usage of our Site. We or our service providers may also use clear GIFs in HTML emails to our users, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.
- ***Local Storage Objects.*** We may use Flash Local Storage Objects (“Flash LSOs”) to store your Site preferences and to personalize your visit. Flash LSOs are different from browser cookies because of the amount and type of data stored. Typically, you cannot control, delete, or disable the acceptance of Flash LSOs through your web browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash LSOs, go to the Adobe Flash Player Help Page, choose “Global Storage Settings Panel” and follow the instructions. To see the Flash LSOs currently on your computer, choose “Website Storage Settings Panel” and follow the instructions to review and, if you choose, to delete any specific Flash LSO.

### **Third-Party Analytics**

We use third party service providers, such as [Google Analytics](#) and [Mixpanel](#), to evaluate the use of our Site and our Services. We or our service providers use automated devices and applications to evaluate use of our Site and Services. We or our service providers use these tools to help us improve our Site, Services, performance, and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or Flash LSO, to perform their services.

### **Third-Party Links**

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

### **Notice to Non-US Users**

Our Site and Services are provided in the United States. By using our Site and Services, you consent to your personal information being transferred to and stored in the United States.

### **Your Choices**

You may modify the information that you have submitted by updating your profile or emailing us at [getresults@elevatek12.com](mailto:getresults@elevatek12.com).

We may send periodic promotional or informational emails to you. You may opt out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to ten (10) business days for us to process opt-out requests. If you opt out of receiving emails about recommendations or other information we think may interest you, we may still send you emails about your account or any Services you have requested or received from us.

### **Special Information for California Consumers**

California residents may request a list of certain third parties to which we have disclosed personally identifiable information about you for their own direct marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. You may request this information in writing by contacting us at: [getresults@elevatek12.com](mailto:getresults@elevatek12.com). Please allow up to thirty (30) days for a response

### **Contact Us**

If you have questions about the privacy aspects of our Site or Services, please contact us at [getresults@elevatek12.com](mailto:getresults@elevatek12.com).

### **Changes to this Policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavour to provide you with notice in advance of such change by highlighting the change on our Site.