

## **POLAR 3D LLC Privacy Policy (MAY 2016)**

**POLAR 3D LLC** provides curriculum and related products for classroom use. To assist teachers, students and administrators in using our Products, we collect certain information regarding administrators, teachers and students. This Privacy Policy describes the information we collect and how we use it.

### **THE INFORMATION WE COLLECT**

In providing our Products, we may collect the following:

- Information submitted by a school administrator or teacher about himself or herself, such as first and last name, email address, photo and other profile information, and username and password.
- Information submitted by a school administrator or teacher about the students in a particular school or classroom, such as first and last names, student ID numbers, usernames and passwords, gender and other demographic information, learning level, and performance data.
- Information about a student's parent or guardian, such as names and email addresses. This information may be submitted by a teacher or by the parent or guardian, and we may associate it with the student's information.
- Information and content submitted by a school administrator or teacher, such as lesson plans and notes.
- Information and content submitted by a student using our Products, such as notes and responses to questions, activities, assessments, assignments, and postings to a bulletin board viewable by others in the same class. Depending on the Product, a student's notes and responses may be provided through open text fields, voice recordings, photographs, or video recordings.
- Information from and about the user's device, such as mobile device type, browser type and version, operating system name and version, IP address, and referring URL. We collect this information automatically when a user accesses our services, to help us understand usage, diagnose problems, administer our Products, and provide support.
- Information collected through cookies, which are pieces of information stored directly on a user's computer, and other persistent identifiers. We use cookies, IP addresses, and other persistent identifiers to authenticate users in order to ensure that only authorized individuals are permitted access to our Products.
- Information collected through pixel tags (also known as web beacons and clear GIFs) or other, similar technologies to track how a user navigates through our Products, so that we can understand, for example, what links are clicked and what content is accessed and for how long. This information allows us to improve our user interface and create a better product, such as by making commonly accessed

content easier to reach or by more prominently displaying content that has been less frequently accessed.

We do not use cookies, pixel tags, or other technologies to track our users' use of third-party services.

## **HOW WE USE AND DISCLOSE THE INFORMATION WE COLLECT**

In addition to the uses described above, and subject to any restrictions imposed by applicable law or our agreement with our customer, we may use and disclose the information we collect:

- To permit our customers and their authorized end users (i.e., administrators and teachers) to tailor and optimize the use of our Products to the needs of a particular school, classroom, or student.
- To permit school administrators and teachers to review students' work, monitor students' performance and progress, plan lessons, and otherwise support instruction.
- To permit parents and guardians to review their children's work and monitor their performance and progress.
- To offer students immediate feedback and continuous support, permit them to access information shared by their teachers, suggest other content or activities for them, help them track their own progress and maintain a file of their work, and adjust instruction to meet their needs.
- To personalize user experience, such as by using the appropriate language or displaying his or her name on the user dashboard.
- To communicate with administrators, teachers, and parents or guardians, subject to any communications preferences they express.
- To ensure that our Products run properly and are presented optimally, and for Product improvement.
- To diagnose problems, troubleshoot issues, and provide maintenance and support.

We may use and disclose nonpersonal information collected from the users of our Products for any reason, subject to any restrictions imposed by applicable law or our agreement with our customer. We do not, however, disclose any personal information about the users of our Products to any third party, except:

- As directed by our school district customer to which the information relates.
- To the extent we believe necessary or appropriate to comply with legal process or to respond to requests from government authorities.
- To the extent we believe necessary or appropriate to protect our rights, safety, or property and/or that of our affiliates, our customers, our users or others.
- In the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including

in connection with any bankruptcy or similar proceedings), in which case the transferred information will remain subject to the terms of this Privacy Policy.

### **THIRD PARTY SERVICES**

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any site or service to which our Products may link. The inclusion of a link in any of our Products does not imply our endorsement of the linked site or service. In addition, we are not responsible for the privacy, information or other practices of other organizations, such as Apple, Google, Microsoft, RIM, or any other device manufacturer, app developer, or provider of an app, social media platform, operating system, or wireless service.

### **SECURITY**

We seek to use reasonable organizational, technical, and administrative measures to protect personal information within our organization from unauthorized access, use, disclosure, loss, or modification.

### **USER ACCESS**

The law may permit students and their parents or guardians to access certain of their own information. If you would like to seek such access, please contact your school district.

### **RETENTION PERIOD**

We will retain personal information collected in connection with the Products for the period necessary to fulfill the purposes outlined in this Privacy Policy and in our agreement with our school district customer.

### **CHILDREN'S PRIVACY**

We encourage parents and guardians to supervise their child's use of the Internet. We urge parents to instruct their children to never give out their real names, addresses, phone numbers, or other personal information without a parent's or guardian's permission when using the Internet.

In compliance with COPPA (the Children's Online Privacy Protection Act), we have adopted the following policies regarding children's on-line privacy (there are exceptions to these policies as noted below under the heading "Exceptions to Verifiable Parental Consent and Information Collected from Children"):

- We will NOT knowingly collect, use, or distribute personal information from children under the age of 13 without prior verifiable consent from a school, parent or guardian.

- Personal information we collect from children under the age of 13 will be used solely by STEAMtrax or its agents for internal purposes only and will NOT be sold or otherwise distributed to third parties.

- We will NOT knowingly ask a child under the age of 13 to divulge more information than is needed to participate in any activity, game, or service.

- We will NOT knowingly keep any personal information that is inadvertently included in a child's email submission, help inquiry, or other one-time request, if we know that the child is under the age of 13. Any such information will be purged promptly after the issue has been resolved.

- We will NOT knowingly post any personal information that is inadvertently included in a child's submission to a general audience contribution area if we know that the child is under the age of 13. Upon notice to us, these submissions will be deleted and handled anonymously thereafter.

- We will NOT knowingly provide any direct link to websites that are unsuitable for children or teens.

- We will advise children under the age of 13 that they MUST obtain permission from their school, parent or guardian before sharing ANY personal information.

- Upon request, we will provide a parent or guardian with a description of the information that may have been provided about their child during a registration process for a program or service of this site. If we have collected and stored personal information from a child, we will give parents the ability to review their child's personal information, request that we discontinue further collection or use of their child's personal information, and/or request that we delete their child's personal information.

## **EXCEPTIONS TO VERIFIABLE CONSENT AND INFORMATION COLLECTED FROM CHILDREN:**

In the following instances we will NOT get verifiable school, parent or guardian consent for the collection of a child's personal information:

- Collecting a child's contact information solely to directly respond to the child's request on a one-time basis (for example, to provide assistance with a particular customer service question). We will not use that information to re-contact the child for any other purpose (we will purge from our system the child's personal information after responding);

- Collecting a child's contact information and the contact information of his/her school, parent or guardian solely to directly respond more than once to a specific request from the child (for example, to satisfy the request for a newsletter subscription). In this instance, the school, parent or guardian will be notified that the child made such a request and be informed of the information provided by the child. The school, parent or guardian will have

an opportunity at any time to revoke the child's request (i.e., unsubscribe). We will not use the child's personal information to re-contact the child for any other purpose.

- Using persistent identifiers on our Website to support the internal operations of our Website which include: maintaining and analyzing the functioning of the Website; performing network communications; authenticating users; personalizing content on the Website; serving contextual advertising or capping the frequency of advertising; protecting the security or integrity of the user, Website or service; and to ensure legal and regulatory compliance. A "persistent identifier" is a series of numbers that we assign to a user but cannot be reasonably used to identify a specific user.

## **CROSS-BORDER TRANSFER OF DATA**

Any personal information you provide to us in connection with this Website will be stored on our servers and will be accessible by our authorized employees, agents and contractors. Due to the global nature of the Website, personal information may be transmitted, stored or processed in a country other than the one in which you reside ("Resident Jurisdiction"), including primarily in the United States, the European Union and India. Reasonable contractual or other measures FEN may take to protect your personal information while outside the Resident Jurisdiction are subject to applicable foreign legal requirements, for example, lawful requirements by governmental authorities or court order to disclose personally identifiable information to government authorities in the countries in which such data may be stored or processed. SUBJECT TO APPLICABLE LAW, IF YOU RESIDE IN THE EUROPEAN UNION, CANADA OR OTHER JURISDICTION WITH SIMILAR DATA TRANSFER REGULATIONS, BY ACCEPTING THE TERMS OF THIS AGREEMENT, YOU EXPLICITLY CONSENT THAT THE PERSONALLY IDENTIFIABLE INFORMATION YOU PROVIDE MAY BE TRANSFERRED AND STORED IN COUNTRIES OUTSIDE THE EU, CANADA OR YOUR RESIDENT JURISDICTION, INCLUDING THE UNITED STATES, IN CONNECTION WITH THE TERMS OF USE, THIS PRIVACY STATEMENT, AND IN ORDER TO PROVIDE SERVICES TO YOU. IF YOU DO NOT CONSENT, PLEASE DO NOT PROVIDE US WITH ANY PERSONAL INFORMATION. YOUR PERSONAL INFORMATION WILL ONLY BE USED IN ACCORDANCE WITH THE TERMS OF THIS PRIVACY STATEMENT.

## **UPDATES TO THIS PRIVACY POLICY**

We may change this Privacy Policy. The date at the top of this page indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy or provide it to our school district customer, which accepts the Privacy Policy on behalf of our Products' end users. Any changes will become effective when we post the revised Privacy Policy or, in the case of any material change, provide the revised Privacy Policy to our school district customer, which agrees to the Privacy Policy, and any revisions to it, on behalf of its administrator, teacher, parent or guardian, and student end users.

## **CONTACT US**

If you have any questions or concerns about this Privacy Policy, please

- (a) E-mail us at [info@polar3d.com](mailto:info@polar3d.com); or
- (b) Write to us at Polar 3D, 590 Packett's Landing Fairport, NY 14450.