



## School Perceptions LLC. PRIVACY STATEMENT

Effective November 20, 2012

At School Perceptions LLC., we respect and protect the privacy of our customers and those who use our website, products and services. This privacy statement provides details about how your personal information is collected and used. Personal information is any information that identifies you or would enable someone to contact you, such as your name, email address, phone number and other non-public information. This privacy statement applies to the School Perceptions LLC. website, products and services that are located in the schoolperceptions.com domain and any other sites owned or operated by School Perceptions LLC. (the "Sites").

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### Information Collection and Use by Us

We are the sole owner of information collected on the Sites, except for contact lists and content that you provide to us in connection with your use of our products and services. We will not sell, share, or rent this information to others in ways different from what is disclosed in this privacy statement. We may obtain information that is provided during any voluntary or mandatory registration process, request for technical support, when you call or email us, or when you visit our Sites. We collect information only as necessary to fulfill the purposes set forth in this privacy statement.

Our Sites offer several opportunities for visitors to register for informational mailings, online webinars and resources, and to evaluate our products and services. These registration forms enable users to opt-in to our mailing lists and require users to give contact information (such as name and email address). Notice is given at the point of collection to enable users to choose whether or not they consent to the usage terms. Those who have signed up for future mailings and subsequently wish to withdraw their participation may opt-out of receiving future mailings at any time (see the "Choice/Opt-out" section below). We may use this information to provide you with requested information or products or services, to tailor the presentation of the Sites or products or services to you, to facilitate your movement through the Sites or your use of our products and services, to improve our products and services and do a better job of marketing them, or to communicate with you.

You acknowledge and expressly agree that we may obtain additional information about you that we collect from other sources, such as information you provide at seminars or to our partners, information that is publicly available or that you consent to us receiving from third parties. With your consent, we may access certain information from a third party social networking site ("SNS"). The information you allow us to access varies by SNS, and it is affected by the privacy settings you establish at the SNS. When you consent to the SNS sharing information with us, the SNS may know that you have a relationship with us. You can control and find out more about these privacy settings at the applicable SNS. We may use this information to provide you with our products and services, to improve our products and services and do a better job of marketing them, or to communicate with you.

We also keep track of activity on our Sites using log files stored on our web servers. We collect information, such as IP address, browser type and version, and pages you view. We also keep track of how you got to our Sites and any links you click on to leave our Sites. We may gather information about any device or other method of communication you use to interact with the Sites. We also gather aggregated tracking information regarding overall usage of the Sites and the products and services, including tallies of page views and click-through activity and the number of messages sent using our products or services. We may use this information to assist us in offering you a personalized Web experience, to assist you with technical support, to diagnose problems with our server, in connection with

our security program, to administer our website, to improve our products and services and do a better job of marketing them, or to tailor our product and service offerings to you.

We may monitor or record any of your telephone conversations with us for quality control purposes, for purposes of training our employees and for our own protection.

### **Security and Privacy**

We employ reasonable technical, administrative and physical safeguards to protect the confidentiality and security of your personal information. We use industry-recognized technical safeguards, such as firewalls, and have adopted and implemented security procedures to protect your information from loss, misuse or unauthorized alteration. Notwithstanding our efforts, we cannot guarantee absolute or unqualified protection of this information given the open nature and resulting instability of the Internet and World Wide Web, and we make no representations or warranties as to the effectiveness of our security and assume no liability for security breaches or any failure in the security of your computer equipment, your internet service provider or other networks and communications providers.

### **Sharing of Information**

We will never sell or rent your personal information to third parties for their use without your consent. Occasionally, we enter into contracts with third parties, organizations and associations so that they can assist us in servicing you. Our contracts with such third parties prohibit them from using any of your personal information for any purpose beyond the purpose for which they were engaged, including for their own purposes, and they are required to maintain the confidentiality of the information we provide to them. We may also share non-personally identifying information in the aggregate with third parties according to open records laws.

If we are involved in a merger, acquisition, a sale of all or a substantial portion of our assets, or other similar transaction, your information may be transferred as part of that transaction. We will notify you by email and/or a prominent notice on our website of any such transaction and the choices you may have regarding your information.

Lastly, we may disclose your personal information to courts, law enforcement authorities and/or other relevant third parties, such as internet service providers, when such disclosure is necessary or advisable, in our sole discretion, to conduct an investigation, respond to a third party or law enforcement subpoena or court order, bring legal action or pursue other relief when you or a third party are or may be: (a) violating our terms and conditions of use; (b) causing injury or other harm to, or otherwise violating our property or other legal rights, or those of other users or third parties; or (c) violating federal, state, local, or other applicable law.

### **Cookies and Web Beacons**

We use a variety of technologies on our Sites. Among these are cookies: a text-only string of information that a website transfers to the cookie file of the browser on your computer so that the website can remember your browser in the future. A cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value, usually a unique number. When you visit our Sites, open our email, encounter our services online, or click on one of our banner ads or videos, we may send you a cookie.

Cookies may be used by us in many ways: they allow us to verify the login status of customers using products or services linked directly with our Sites, and track and measure the success of a particular marketing campaign, and to provide you with more relevant content. Cookies also allow us to track overall site usage and determine areas users prefer, as well as enable us to make your visit to our website easier by recognizing you when you return and help to provide you with a customized experience.

Information gathered through usage of a cookie is not linked to any personal identifying information. You have the ability to accept or decline cookies by modifying the settings in your browser. If you choose to disable cookies, you may still use our Sites; however, you may have limited access and limited functionality to some areas within our Sites or a different experience. For more information on how to manage cookies in your web browser, see <http://www.aboutcookies.org>.

Some of our web pages, emails, and other online content may contain electronic images provided by us known as web beacons, also known as single-pixel GIFs, which are invisible graphical images. These

web beacons allow us to count users who have visited our Sites, seen our ads, or opened our email, and to track whether messages are shared and, once shared, whether these messages are opened by the recipient. In addition, when you click on a link in an email, we record this individual response to allow us to customize our offerings to you. Web beacons collect only limited information, such as a cookie identifier, time and date of a page being viewed, and a description of the page on which the web beacon resides. Web beacons cannot be declined when delivered using a regular web page, but they can be refused when delivered by email. If you do not wish to receive web beacons by email, you will need to disable HTML images or refuse HTML (select Text only) emails via your email software.

We may from time to time engage third parties to track and analyze information about your activity on our Sites, including data gathered by cookies or web beacons. For example, we may use Google® analytics to improve our web site performance, to run tests on the effectiveness of our Sites and marketing efforts and to improve user experience. For more information on the Google® analytics service and privacy policy, see <http://www.google.com/analytics/learn/privacy.html>. All such data is only used for the purposes described in this section.

### **Choice/Opt-out**

Our Anti-Spam Policy tolerates only permission-based email. You may choose to opt-out or select your email preferences when you sign-up for our email lists. You always have the opportunity to opt-out or change preferences by following a link in the footer of all non-transactional email messages sent by us. In addition, anyone receiving emails from us on behalf of our customers always has the opportunity to opt-out of email messages by using the opt-out link included in the link in the footer of the message. If you believe that you have received an unsolicited commercial email from us on behalf of any of our customers, you may report it to us at [info@schoolperceptions.com](mailto:info@schoolperceptions.com).

Some communications (for example, important account notifications and billing information) are considered transactional and are necessary for all of our customers. You must cancel your School Perceptions LLC. account to unsubscribe from these communications. To cancel your School Perceptions LLC. account, please email us at [help@schoolperceptions.com](mailto:help@schoolperceptions.com). To manage the information we receive about you from an SNS or any other third party, you will need to follow the instructions from that party for updating your information and changing your privacy settings. The information we collect is covered by this privacy statement and the information the third party collects is subject to such third party's privacy practices. Privacy choices you have made on any third party site will not apply to our use of the information we have collected directly through our applications.

### **Access to Personal Information**

You can update your account information, including your email address, password and role within your district, by logging in and then clicking on the My Account link. If you would like to deactivate your account or obtain further information about or access to your personal information, you can do so by contacting customer support by email at [help@schoolperceptions.com](mailto:help@schoolperceptions.com) or by telephone at 262.644.4300.

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services contact us at [help@schoolperceptions.com](mailto:help@schoolperceptions.com). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

### **Third Party Links and Information Collection and Use by Our Customers**

Some of our Sites provide links to third-party websites, such as those of our business partners, online advertising partners, and SNSs. While on these sites, we or these third parties may collect information about you. In addition, you may be asked to provide certain personal information or credit card information to our customers in connection with their use of our products and services, such as when you respond to a survey or register or pay for an event, or otherwise.

Because we do not control the information policies or practices of these third parties or our customers, you should review their privacy policies to learn more about how they collect and use personally identifiable information. We are not responsible for the privacy practices of any third parties or our customers.

**Children**

Though our products and services are not directed to persons under 13, we do from time-to-time collect data including student name, student ID and student email address from the student's respective school district. This data is necessary in order to disseminate our product to the proper user group. This data is only used in conjunction with the products being used by the student's respective school district and is neither published nor posted for public consumption outside of the school district.

**Notification of Changes**

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we decide to change this privacy statement in any material way, we will notify you here, by email, or by means of a notice on the School Perceptions LLC. website so our users are always aware of what information we collect, how we use it and under what circumstances, if any, we disclose it. For major changes in how we use personally identifying data, we will provide advance notice. In all cases, your continued use of any Site or our products and services or constitutes consideration and your binding acceptance to any such changes.