

# eKnowledge PowerPrep Product Privacy Policy

*Last Updated: January 1, 2022*

eKnowledge and its affiliates and subsidiaries (collectively, "eKnowledge," "we," "our," or "us") are committed to protecting your and your child/student's privacy. We have prepared this Privacy Policy to describe our practices regarding the information processed by our PowerPrep SAT/ACT products. In general, we collect your information with the sole purpose of allowing you to use our program(s) and assuring you have a good experience preparing for the SAT or ACT. We do not permit third-party advertisement in our programs and we do not target you or your students to sell them other products. We do not share your personal information with other entities for purposes not related to performing our core processes of teaching your student/child how to perform better on the SAT or ACT. We teach students to improve their SAT and ACT scores by instructing them in Math, Reading Comprehension, English, and Science Reasoning. We do not sell your data or permit third-parties to advertise as specifically set forth below.

## **THE STUDENT DATA PRIVACY CONSORTIUM (SDPC).**

We are a proud member of the Student Data Privacy Consortium. Protecting student privacy and data is something we have built into our company DNA. It's essential that students are treated as partners in the learning process and not viewed as sources of information and data to be exploited. Our Data Privacy Agreement is on file with the SDPC. It's listed under the product name "PowerPrep": [https://sdpc.a4l.org/district\\_search.php?districtID=6600&state=UT](https://sdpc.a4l.org/district_search.php?districtID=6600&state=UT)

## **DATA YOU OR YOUR STUDENT/CHILD PROVIDE TO US.**

We collect information from you, such as (but not limited to) first and last name, gender, e-mail and mailing addresses, professional title, company name, and password when you create an account to log in to our network. When you order Services on our Site or Apps, you provide us or our third-party payment processor with information necessary to complete the transaction, which may include your name, credit card information, billing information, and shipping information. We

also may retain information on your behalf, such as files and messages that you store using your account. If you provide us feedback or contact us via e-mail, we will collect your name and e-mail address, as well as any other content included in the e-mail. When you participate in one of our surveys, we may collect additional profile information. We also collect other types of personal information and demographic information that you provide to us voluntarily.

## **DATA COLLECTED VIA TECHNOLOGY.**

Our servers (which may be hosted by a third-party service provider like Amazon) collect information from you, including browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, and/or a date/time stamp for your visit. We also use cookies and web beacons (as described below) and navigational data like Uniform Resource Locators (URL) to gather information regarding the date and time of your visit and the solutions and information for which you searched and which you viewed. Like most Internet services, we automatically gather this data and store it in log files each time you visit our Site, use our Apps, or access your account on our network. We may link this automatically-collected data to personally identifiable information.

**“COOKIES”** are small pieces of information that a website sends to your computer’s hard drive while you are viewing a website. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Site.

Most web browsers are set to accept cookies by default. If you prefer, you can typically remove and reject cookies from our Site with your browser settings. If you remove or reject our cookies, it will affect how our Site and Services work for you.

**“WEB BEACONS”** are digital images we use to log information on our Site and in our emails. We use web beacons to manage cookies, count visits, and to learn what marketing works and what does not. We also use web beacons to tell if you open or act on our emails.

## **ANALYTICS.**

We use analytics services to help analyze how users use the Site and Web Apps. These services use cookies and scripts to collect and store information such as how users interact with our Apps, errors users encounter when using our apps, device

identifiers, how often users visit the Site, what pages they visit, and what other sites they used prior to coming to the Site. We use the information we get from Google Analytics only to improve our Site, our Apps, and our Services. Please see the following links for more information about Google Analytics: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html), <http://www.google.com/privacy.html>, and <http://www.google.com/analytics/tos.html>. We do not tie the information gathered using third party analytics to your personally identifiable information.

## **CASE STUDIES AND WHITE PAPERS**

Schools may share with us anonymized student data relating to cohort benchmark scores and official SAT/ACT results. This information is used exclusively to assist our efforts to maintain high quality programming, outcomes, and student success rates using the program. Any published results will be anonymized so that student names or personally identifying information is removed.

## **BLOGS/FORUMS/BUG REPORTS/TEACHER CHAT.**

Our Products may offer a publicly accessible blog and community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them.

## **USE OF YOUR DATA.**

In general, personal information you submit to us is used either to respond to requests that you make, or to aid us in serving you better. eKnowledge uses your personal information in the following ways: to create and maintain your account; to identify you as a user in our system; to operate, maintain, and improve our Site, Apps, and Services; to personalize and improve your experience; to send you administrative e-mail; to respond to your comments or inquiries; to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity; and to make telephone calls to you, from time to time, as a part of secondary fraud protection or to solicit your feedback with your permission.

## **DISCLOSURE OF YOUR PERSONAL INFORMATION.**

We will share your personal information with third parties only in the ways that are described in this privacy policy or with your consent.

## **AFFILIATES.**

Although we currently do not have a parent company, any subsidiaries, joint ventures, or other companies under a common control (collectively, "AFFILIATES"), we may in the future. We may share some or all of your information with these Affiliates, in which case we will require our Affiliates to honor this Privacy Policy.

## **THIRD PARTY SERVICE PROVIDERS.**

We may share your personal information with third party service providers for the sole purpose of providing you with the Services that we offer you through our Site. For example, we may share data with service providers who host our websites or provide email services on our behalf.

## **OTHER DISCLOSURES.**

eKnowledge may disclose information about you if it believes such disclosure is necessary to (a) comply with laws or to respond to lawful requests and legal process; or (b) protect or defend the rights, safety, or property of eKnowledge, users of the Services, or any person including to enforce our agreements, policies, and terms of use or (c) in an emergency to protect the personal safety of any person. We may also share information about you in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company. In the event that information is shared in this manner, notice will be posted on our Site. We may also use de-identified and/or aggregated data for our own use. **We do not use information collected through the Products for advertising or marketing purposes and no third-party advertising or solicitations to purchase other products appears inside our programs or products.**

## **CHANGES TO PERSONAL INFORMATION.**

You may change some of your personal information in your account by editing your profile within the Service. You may also request changes or deletions by e-mailing us at the e-mail address set forth below. We will respond to your request, when permitted by law, within 30 days. We may be unable to delete information that resides in our archives.

## **SECURITY OF YOUR PERSONAL INFORMATION.**

eKnowledge takes reasonable steps to help protect your personal information in an effort to prevent unauthorized access, use, or disclosure. Despite these measures, you should know that eKnowledge cannot fully eliminate security risks associated with personal information. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security. Any content you post while using the Services is at your own risk. If you have any questions about security on our Site or Apps, you can contact us at the contact information set forth below.

## **CONTACT INFORMATION.**

eKnowledge welcomes your comments or questions regarding this Privacy Policy. Please e-mail us at [support@eknowledge.com](mailto:support@eknowledge.com) or contact us at the following address or phone number:

eKnowledge  
(951) 256-4076  
<http://eknowledge.com>

## **CHANGES TO THIS PRIVACY POLICY.**

eKnowledge may change this Privacy Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date above. If such changes are material, a notice of the changes will be posted along with the revised Privacy Policy. We encourage you to visit this page from time to time for the latest on our privacy practices.