

Scholastic Learning Zone (Canada) Privacy Policy

The short version!

- Our top priority is the well-being and privacy of the students, teachers and administrators that use the products and services available through our Canadian Scholastic Learning Zone platform.
- This privacy policy lets you know what personal information we hold about you and how we look after it. If we change this privacy policy, we will put a notice on our website (available at [scholasticlearningzone.ca](https://www.scholasticlearningzone.ca)) and, if there are material changes to the policy, we will email you with any changes if we have your email address.
- If you are a student that is using our Site, we rely on your school to get your parent/guardian's permission for you to use the Site.
- We strive to provide you with access to and control over the personal information you share with us.
- If you have questions, comments or complaints regarding our privacy practices, to access, update or correct inaccuracies in your personal information or exercise any applicable rights to your personal information, or to withdraw your consent, you may contact us via email at legal-SLZ@scholastic.com or write to us at Scholastic Inc., Office of the General Counsel, 557 Broadway, New York, NY, 10012, U.S.A.

The longer version...

Scholastic Inc. ("Scholastic", "we", "us" or "our") knows that your privacy and your students' privacy is important to you, and we want you to know that it is important to us too. This privacy policy describes the types of personal information we collect from teachers, administrators, and students through our Canadian Scholastic Learning Zone platform (currently located at [scholasticlearningzone.ca](https://www.scholasticlearningzone.ca)) and the services provided through it (collectively, the "Site"), how we will collect, use, store and disclose that personal information, and how you can opt-out of some of our uses and disclosures of your information.

What is personal information?

"Personal information" is information, whether subjective or factual, about an identifiable individual. For instance, personal information may include, name, contact information (such as email address), and school/educational information relating to students, teachers and administrators. It does not include anonymous or business information.

Getting your consent

We only collect information by lawful means. When you or your students access online services, publications, and online applications, such as our Scholastic Literacy Pro Library, through our Site, we may collect and process some personal information. When we do so, we will collect, use or share your personal information with your consent for the purposes identified or as otherwise permitted or required by law. In compliance with our privacy obligations, we may obtain your permission based on implied consent (including through this Policy) or through other means (such as express consent). However, in some situations, the law allows us to collect, use or disclose personal information without your consent.

You may withhold or withdraw your consent for us to collect, use or share your personal information, as long as there are no legal or contractual requirements for us to process your information. Depending on the circumstances, however, withdrawal of your consent may impact our ability to serve you.

Student consent: If you are a student that is using our Site, we rely on your school to get your parent/guardian's permission for you to use the Site.

What personal information is collected through the Site?

(a) Personal information you provide us

Students: We collect the following types of personal information directly from you if you are a student that uses the Site:

- *Identity information*, such as your full name, your school's name, the grade you are in, and your Lexile score/reading ability. It is not mandatory for you to share any of your identity information with us to use the Site. Your school's Admin can control this information by logging into the "My Account" or similar area of the Site using their admin login information;
- *Profile information*, including your username and password for our Site, books you have read and or that have been recommended to you; and
- *Usage information*, including information on how you interact with the Site. For example, information you choose to include about yourself through the interactive features available on some of our Site's services, such as the ability to record and share audio clips.
- *For users of Literacy Pro Library:* if you use the two-way teacher-student messaging service, we collect this information.

Teachers and administrators: We collect the following types of personal information if you are a teacher or administrator that uses our Site:

- *Identity information*, such as your full name and the name of your school;
- *Contact information*, such as your work email address, telephone number and the address of your school;
- *Profile information*, including your username and password for our Site, the activities you assign students in your classes and the scores achieved by students in your classes; and
- *Usage information*, including information on how you interact with the Site.

Additionally, we collect personal information when you submit a comment or question to us using a "contact us" or similar feature on the Site. If you are an administrator for your school or district, under some circumstances, provided that you have obtained consent of the individual whose personal information you provide to us, you may provide personal information about or on behalf of others, such as teachers and students at your school.

Call monitoring and recording: To ensure a high level of customer service, and a sensitive treatment of customer concerns, our customer service calls are monitored and/or recorded on an ongoing basis for training purposes only. We do this to ensure the highest level of service to our customers and to enable our staff to improve their skills through practical mentoring and coaching.

Sensitive personal information: We do not collect or use any of your sensitive information, like information about your health or your gender or your race.

(b) Automatically collected information

As you interact with our Site, we will automatically collect technical data about your equipment, browsing actions and patterns. We collect this data using cookies, server logs and other similar technologies.

IP address: When you interact with our Site, our servers automatically collect the Internet protocol, or "IP", address associated with your computer, to help us track and resolve issues with Site functionality or administration. An IP address is a string of numbers that is usually controlled by a user's Internet service provider, and automatically assigned when a user's computer connects to the Internet.

Clickstream data: We may also capture "clickstream data" about your Site usage. Clickstream data includes information about your "clicks" or actions on our Sites, such as what you see or click on during your visit and how you interacted with certain features. It can include information about your computer or device, web browser and operating system and settings and may include referrer URL information that is automatically passed to us (that is, information about where the user came from before arriving on our Site, which may include search terms in the URL string).

Other tracking technologies: In addition, we use various tracking technologies on the Site to collect additional information about your Site visits to personalize your experience when you are using the Site and to help us improve our Site and related services. These tracking technologies are generally divided into the follow categories: (1) Strictly Necessary - required for the operation of our Site, such as to enable you to log in; (2) Analytical/Performance - allow us to recognize and count the number of users of our Site and understand how such users navigate through our Site; and (3) Functional - improve the functional performance of our Site and make it easier for you to use, such as by remembering that you have previously visited the Site. For example, our Site uses:

- *Cookies*. Cookies are small data files sent by a website or application and stored on your computer or device at the request of that site or app. A cookie stores information related to your browser to enable us to recognize your browser on return visits to our Site and remember your preferences. Most browsers can be set to detect browser cookies and to let you reject them but refusing cookies may make it difficult to use the Site. To learn more about browser cookies, including how to manage or delete them, look in the Tools, Help or similar section of your Web browser, or click [here](#).
- *Google Analytics*. Our Site uses Google Analytics, a web analytics service offered by Google. To learn more about Google's practices with Google Analytics, click [here](#). To opt out of Google Analytics, click [here](#).
- *Local shared objects*. For instance, local shared objects such as "Flash cookies," will be stored on your computer or device using a media player or other software installed on your

computer or device. Local shared objects operate a lot like cookies but cannot be managed in the same way. Depending on how local shared objects are enabled on your computer or device, you may be able to manage them using software settings. For information on managing Flash cookies, for example, click [here](#).

- *HTML5* (the language some websites are coded in). HTML5 will be used to store information on your computer or device about your Site usage activities. This information can be retrieved by us to determine how our Site is being used, how it can be improved, and to customize it for our users.
- *Pixel tags* (also known as a "clear GIF" or "web beacon"). A "pixel tag" is a tiny image - typically just one-pixel - that can be placed on a web page or in an email to you, to tell us when you have displayed that page or opened that email.

These tracking technologies will be deployed by us and/or by our service providers or partners on our behalf. These technologies allow us to assign a unique number to you, and to relate your Site usage information to other information about you, including your personal information. *By using our Site, you agree to our use of these tracking technologies.*

How is your personal Information used?

We use the personal Information we collect from and about you (listed above) to perform the following business functions:

- register and authenticate you as a user of the Site
- enabling users to access and use our Site and its features
- processing and fulfilling your requests
- administering the Site and your account with us
- collecting, recovering and managing payments, fees and charges from your school
- responding to your requests, questions, and concerns
- developing new features and offerings and delivering relevant content on the Site
- for teachers and administrators, with your permission, sending you marketing and other communications, including information about updates for our products and services
- to make you and prospective customers aware of the Site and its offerings, including new Scholastic product and service offering that may be of interest to you
- protecting our rights and property and the rights, property and safety of others
- personalizing our Site to your interests and history with us, such as preferred language and bookmarks on the Site
- understanding how you use our Site and making overall Site improvements to make our Site more intuitive as well as to develop new products and services
- providing troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data in relation to the Site
- protecting a person's life, health or safety, or protecting public health or public safety

- investigating suspected unlawful activity
- other purposes disclosed when personal Information is submitted to us
- where permitted or required by applicable law to protect our rights or the rights of others, or respond to legal demands
- to manage our business and day-to-day business and operational needs
- to meet legal and regulatory requirements

De-identified, aggregate or anonymized information

We may also de-identify, aggregate or anonymize information to identify trends, manage our business, develop statistical information, understand how we are performing, or develop relevant products, services or offers. Such information may also be shared with: (a) our affiliates and business partners to understand and improve Scholastic's and the Site's performance and to develop better websites, apps or other services and products in the future; and (b) third parties for other analytical purposes. At no time will such information personally identify, or be used to identify, any individual.

How and when we may share your information

We do not sell, trade or lease your personal information to third parties.

We share the information we collect on the Site with others for a variety of reasons. We share information with third parties who need your information in order to provide services to us (or on our behalf and pursuant to an agreement that protects its confidentiality and limits its use to provide such services) such as to host our Site, send email or other communications (to teachers and administrators only), and manage and analyze data. A list of third party service providers, with whom we share your information, is available upon request. Please use the "Contact us" section outlined below to request this information.

In addition, we share your information:

- with our subsidiaries and affiliates as necessary for the purposes set out above, in particular to administer your account, respond to your requests, questions, and concerns, and respond to government, judicial or other legal request or to comply with legal obligations. A list is available upon request.
- when we believe in good faith that disclosure is necessary to protect our rights or property or that of others, protect your safety or the safety of others, investigate fraud or respond to a government, judicial or other legal request, or to enforce our terms and conditions or otherwise comply with applicable law;
- in connection with the proposed or actual financing, securitization, insuring, sale, assignment or other disposal of all or part of Scholastic or our business or assets, for the purposes of evaluating and/or performing the proposed transaction. Assignees or successors of Scholastic or our business or assets may use and disclose your personal information for similar purposes as those described in this policy. In the event a sale or disposal of all or part of Scholastic or our business or assets results in the transfer your personal information, we will require our successors to implement equivalent or better security safeguards to protect your personal information; and

- in additional circumstances subject to your consent.

In addition, we share non-personally identifiable Site usage Information (i.e., aggregate data) with others, for their own use, in a form that does not identify you.

Accuracy of your personal Information

We will take reasonable steps to make sure that the personal Information we collect is accurate, complete and up to date. We encourage you to review, update and correct the personal information that we maintain about you, including by logging in to the “My Account” or similar area of the Site or by contacting us using the “Contact Us” information below

Your data subject rights

Subject to applicable law, you can request that we confirm the existence of certain personal information about you, as well as exercise rights to access, review, correct, obtain a copy, port, delete, or withdraw consent to the processing of certain personal information (without affecting any processing based on consent before its withdrawal), by logging in to the “My Account” or similar area of the Site or by contacting us using the “Contact Us” information below. By contacting us to exercise such rights, this would, however, in some cases, involve closing your account. Teachers and administrators can also opt-out for any further promotional communications, for any reason by following the instructions in our communications to you. This will not involve closing your account.

We may ask you to verify your identity and to provide other details before we are able to provide you with any information, correct any inaccuracies, delete any information, or otherwise respond to any request related to your personal information. Your right to access, review, update, obtain a copy, port, correct, delete or block or withdraw consent to your personal Information will be subject to exceptions prescribed by applicable law, such as: (i) if your requests are abusive or unreasonably excessive, (ii) where the rights or safety of Scholastic, its affiliate, or another person or persons would be encroached upon, (iii) if the information or material you request relates to existing or anticipated legal proceedings between you and us, or providing access to you would prejudice negotiations between us or an investigation of possible unlawful activity, or (iv) we need to maintain your personal information to satisfy legal obligations. Your right to review, update, correct, delete and exercise other rights to your personal information is subject to our obligations under applicable law.

Parental access and student data rights

As a parent, you can view your child’s work and the resources they have used via the Scholastic Learning Zone dashboard by logging in to the “My Account” or similar area of the Site using your child’s student login information.

If you are a parent, guardian or teacher and you or your minor child or student have provided us with personal information about that child or student, subject to applicable law, you can also review, correct, revise, port, and/or have deleted that personal information, revoke any consents you have provided for that child or student, or exercise any other rights to personal information detailed above by **contacting us** at Parent/Teacher Request for Information - International, Scholastic Inc., 557 Broadway, New York, NY 10012, legal-SLZ@scholastic.com or +1 646-330-5288. We will require verification of your identity and relationship to the child.

Retention of personal information

We will retain your personal information while you have an account with us and thereafter for as long as we need it for the purposes allowed by applicable laws to satisfy our education, corporate, compliance, litigation, and other legal rights and obligations. Thereafter, we will delete your personal information through erasure of all server data and archives. Your rights to request that we delete your personal information are set forth in the; "Your data subject rights" section above

Security

All information held by Scholastic is subject to internal security measures to prevent unauthorized access and improper usage. Electronic records are subject to limited access by authorized personnel who must use passwords and other security measures. Print records of personal information are subject to physical protection such as locked rooms or cabinets, accessible only to authorized personnel. However, please note that no security measures can offer absolute security.

If a teacher or administrator corresponds with us by email or using web forms like a "contact us" feature on our Site, you should be aware that your transmission might not be secure. A third party could view the personal information you send while it is in transit by such means. Except as expressly required by applicable statute or regulation, we will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

If you create an account on our Site, you are responsible for maintaining the strict confidentiality of your account password, and you shall be responsible for any activity that occurs using your account credentials, whether or not you authorized such activity. Please notify us of any unauthorized use of your password or account or any other breach of security.

Third-party websites

Our Site may provide links to other websites that are not owned or controlled by us. These links are provided as a convenience only. We encourage you to read the privacy policies of all linked sites before navigating through them.

Do we engage in automated decision-making without human intervention?

We do not use automated decision-making without human intervention, including profiling, in a way that produces legal effects concerning you or otherwise significantly affects you.

International transfers of information

Some of our service providers and business partners may be based outside of Canada. This means your information may be accessible to law enforcement authorities outside of your jurisdiction, in accordance with the laws of that jurisdiction.

Changes to this privacy policy

We may change this Policy from time to time. When we do, we will let you know by posting the changed Policy on this page with a new "Last Updated" date. In some cases (for example, if we

significantly expand our use or sharing of your personal information), we will also tell you about changes by additional means, such as for teachers and administrators, by sending an email to the email address we have on file for you. In some cases, we will request your consent to the changes.

Contact us

If you have any questions, comments or complaints regarding our privacy practices, to access, update or correct inaccuracies in your personal information or exercise any rights to your personal information, or to withdraw your consent, you may contact us at:

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