Tailor-ED – Privacy Policy

Last modified: April 2022

Tailor-ED Instruction Inc. ("Tailor-ED", “we”) values the privacy of its users (“you”, “user”), and has therefore created this Privacy Policy to let you know what information is collected about you, how it is shared and with whom. This Privacy Policy forms part of Tailor-ED’s Terms of Use (the “Terms”). Any capitalized but undefined term in this Privacy Policy shall have the meaning given to it in the Terms. This policy explains the privacy practices of Tailor-ED on www.tailor-ed.com (the “Website”) and with respect to the Service as defined in the Terms (Website and Service are collectively referred to as “Services”). This privacy policy describes the ways Tailor-ED collects, uses and discloses your personal information and the rights and options available to you.

Our Privacy Policy explains

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

The Service allows teachers to provide information about themselves as well as their participating students. By using our Services, while you may be a teacher or a student, you consent to the information handling practices described in this Privacy Policy. Your use of our Services and any information you provide on our Services are subject to the terms of this Privacy Policy, which is incorporated into and subject to our Terms of Service. If you do not agree with this Privacy Policy, do not use our Services or provide Tailor-ED with your information.

What Information We Collect & How We Collect it

You are not obligated by law to provide us with any information. You hereby acknowledge and agree that you are providing us with information at your own free will, for the purposes described below, and that we may retain such information in accordance with this Privacy Policy and any applicable laws and regulations.

Please note that the scope of this Privacy Policy is limited only to information collected by Tailor-ED through your use of its Services. Some information may be automatically collected, and some is collected when you interact with our Website. The type of information that may be automatically collected is non-personal information, which includes your session durations, the content you accessed on the Service, the frequency and scope of your use of the Service and information about your computer and internet connection including the operating system you use and browser type.

Information from which you can be personally identified may also be collected, including but not limited to your name, email address, job title and the location of the computer through which you used the Website (hereinafter: “Personal Information”). Personal Information shall be collected only if received voluntarily from you in the methods described below.
Using our Services via your Device

Users can access our Services on a device. A device is any computer used to access the Services, including without limitation a desktop, laptop, mobile phone, tablet, or other consumer electronic device ("Device"). This Privacy Policy governs your access to the Service, regardless of the means you used to access it.

Information Collected On Our Website

When you visit our Website, you might be providing information about your visit in the following ways:

Contacting us

You may contact us via our Website, using your full name, e-mail address and phone number.

Your IP Address and Host Name

Tailor-ED's Website logs host names (or IP addresses when the host name is not available) for system administration and security purposes. These logs are monitored and analyzed to maintain systems and information security and to allow us to constantly improve the value and the availability of our web content.

You are not required by law to provide us with any of the above information; however, if you do not provide certain information, you may not be able to use all of our website features.

Statistics Collected as You Browse Our Website

We collect organizational and Personal Information our users provide us, such as visited pages, location, from which domains users link to our Website and information about which browsers & Devices users use to visit our Website.

Information Collected via Your Use of the Services

Registration to our Services

If you are a teacher and you wish to register to use our Service, you may be required to create an account ("Account"). During the process of creating the Account, you will be requested to provide us with your email address, full name, school name and to upload a photo (optional). When you will create your customized exit tickets, and assign resources from the smart resource library, you will provide us with your class participants’ names, assessment subject of choice, and assessment topic of choice.

Educational Information

If you are a teacher using our Services, we will collect your Personal Information such as your name, email address, school name, and your list of students (optional), to enable you to register, use and utilize the Services to fulfill your educational role. If you are a student using our Services, we will collect your name, school name, assignment progress and the feedback
you submitted in the questionnaire we provide, and all to improve your class performance and tailor recommended assignments to your adequate level of progress.

Payment Details

If you will choose to purchase a Teacher Premium Plan, we may collect your payment details to provide you with the Services.

Chat

If you wish to contact us via our chat, we will collect the content you submitted to facilitate your inquiry

Contact Us Form

If you wish to contact us regarding the Services, this Privacy Policy or any other matter, we will collect your full name, email address, phone number, and the content you submitted to facilitate your inquiry.

Statistics Collected as You Use our Services

We collect aggregated information to better understand the efficiency of our Services. Tailor-ED uses de-identified and aggregate data about the use of the Service for product development, research or other purposes. To de-identify data, we remove all direct and indirect personal identifiers. Tailor-ED agrees not to attempt to re-identify any de-identified data. Such aggregated de-identified information enables us to understand and improve our Services as well as learning progression, demonstrated motivation, confidence and proficiency of our users.

Children's Privacy

Our Services are intended for teachers/tutors, and their students who may be children. Some features of our Services include the participation of children under the age of 16 (“Child User”), as students are provided with links to assignments and the Child User’s name and assignment execution are collected to tailor further tasks to the Child User’s learning progress. Such progress will be monitored by us to allow the Child User to improve their performance.

If you are the parent of a Child User, please advise your Child User of the risks of posting Personal Information on our Service or any other online services. Tailor-ED will not share Personal Information about your child or his/her progress with anyone other than you, your child and their teacher/tutor. As a parent, you have the ability to control information about your collected about your child. Please refer to the "Regulatory Compliance" section in this Privacy Policy for additional information. To refuse future collection or use of your child’s Personal Information, you can contact us at support@tailor-ed.com.

Our use and collection of Personal information of children may be subject to some additional Regulatory Requirements:
We strive to adhere to U.S. federal and certain state regulations. This includes, but may not be limited to, FERPA, COPPA, and California AB 1584. We highly recommend that you read our policies and Terms to make sure that we adhere to your local regulatory needs, as we make no guarantee of compliance for your specific needs. If you have any questions about how we handle of data, please email us at info@tailor-ed.com.

Notice to California Residents Under 18 Years of Age

If you are a user of our Services and under the age of 18, and we have actual knowledge of your age, then under California law you may request and obtain removal of certain content or information you have posted on our Service. Please note that removal does not ensure complete or comprehensive removal of the content. For example, removal may not be possible or permitted if another provision of law requires the content to be maintained, if it was posted or reposted by others, or if we paid compensation to you in exchange for the posting.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of Personal Information from children under 13, the Children’s Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission (FTC), the US consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children’s privacy and safety online.

Parental Consent

According to the FTC, school officials can act in the capacity of a parent to provide consent to sign students up for online educational programs at school.

You hereby represent and warrant that you are a teacher or school administrator or otherwise authorized by a school or district to sign up on behalf of students for the Services. You further represent and warrant that you are solely responsible for complying with COPPA, meaning that you may either act as the parent’s agent and consent to the collection of the children’s information on the parent’s behalf or obtain advance written consent from all parents or guardians whose children under 13 will be accessing the Service. When obtaining consent, you must provide parents and guardians with the Terms and this Privacy Policy. You must keep all consents on file and provide them to us if we request them. If you are a teacher, you represent and warrant that you have permission and authorization from your school and/or district to use the Services as part of your curriculum, and for purposes of COPPA compliance, you represent and warrant that you are entering into the Terms on behalf of your school and/or district. If you are a parent, guardian, and teacher and believe that your child or student has provided Tailor-ED with Personal Information, without Tailor-ED obtaining the required consent, you should notify us at support@tailor-ed.com so that we may immediately delete the information from our servers.

FERPA (the Family Educational Rights and Privacy Act)
The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children’s education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. We help our customers who are schools to be compliant with FERPA. Specifically:

- Any sensitive online information will always be transmitted over secured channels.
- All student data is stored in ways that are not publicly accessible.
- Security audits are regularly performed to ensure data integrity.
- Tailor-ED does not share information with third parties that could be used to identify students without consent from the student’s parent, guardian, or school.

You hereby declare, represent and warrant that you have obtained all necessary consents under the FERPA in connection with your collection of students’ information through our Services. For more information on FERPA, please see the US Department of Education website at: [www.ed.gov/policy/gen/guid/fpco/ferpa/index.html](http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html).

**Use of Information**

We use the personal information we collect from you for a range of different business purposes according to different legal bases of processing. Tailor-ED may use or process your Personal Information for the following purposes. One or more purposes may apply simultaneously.

**Provide the Service**

- To provide you with exit tickets, resources and lesson plans;
- To provide you with further insights and analytical inquiries based on your preferences and student questionnaires results;
- To provide you with insights about your lesson (student proficiency, engagement, motivation and students who require attention);
- To operate and maintain your Account, to provide you with access to and use of the Services;
- To allow you to contact us;
- To provide you, on our basic plan, with free exit tickets and smart resource library customized for your needs.

We process this information where it is necessary for the adequate performance of the contract we have with teachers and the contracts teachers have with their students or legal guardians of the students.

**Improve and Develop our Services**

- We conduct surveys and research, test features in development, and analyze the information we have to evaluate and improve our Services, develop new features, and conduct audits and troubleshooting activities;
- Your email and your Account will be used to send you Service updates and notifications about your Account;
- We may use your age to enable age restrictions.
We process this information in light of our legitimate interest in improving the Services and giving our users the best experience.

**Maintain a Safe and Secure Environment**

We collect your Personal Information to:

- Detect and prevent fraud, abuse, security and incidents.
- Verify and authenticate your identity and prevent unauthorized or illegal activity.
- Enhance the safety and security of our Services.
- Conduct security investigations and risk assessments.
- To prevent or take action against activities that are, or may be, in breach of our Terms or applicable law.
- To provide you with customer and technical support.

We process this information in light of our legitimate interest in improving the Services and giving our users the best experience.

**Personalized Content**

We collect your Personal Information:

- To improve your experience on the Services by providing personalized content, recommendations, and features;
- To customize the content and measure performance of any email, push notification, or in-app message we may send you;
- Combine information we collect about you with information from different sources and business partners.

We process this information in light of our legitimate interest in personalizing your experience and customizing our content.

**Sharing Information with Others**

Except as otherwise provided in this Privacy Policy, we reasonably attempt to ensure that we never intentionally disclose any of your Personal Information, to any third party without having received your permission, except as provided for herein or otherwise as permitted or required under law.

In order to perform our contractual and other legal responsibilities or purposes, we may, from time to time, need to share your Personal Information with third parties. We may as well share your Personal Information with our affiliates, subsidiaries or any third party service providers and individuals to facilitate our Services or any portion thereof, such as marketing, data management or maintenance services. In particular, we use payment service providers to securely process your payments as well as Google Forms to assign tasks and monitor performance. We may also share your information with analytics service providers for analytics services. Such analytics service providers set their own cookies or other identifiers on your computer, through which they can collect information about your usage of our Services. This helps us compile aggregated statistics about the effectiveness of our Website and Services.
The above mentioned third parties may be located in countries other than your own, and we may send them information we receive. When such third party service providers process your Personal Information on our behalf, we will assure that they comply with obligations similar to those which are set forth in this Privacy Policy. We will also assure that they will abide by our data privacy and security requirements, and will be allowed to use the Personal Information solely for the purposes we set. We will transfer your Personal Information while using appropriate and suitable safeguards, and while using a variety of legal mechanisms, including contracts, to ensure your rights and protections travel with your data.

We may also transfer your Personal Information, in connection with a corporate merger, consolidation, the sale of related assets or corporate division or other fundamental corporate changes. Furthermore, information about you may also be released in order to comply with any valid legal obligation or inquiry or process such as a search warrant, subpoena, statute or court order. We will also release specific information in special cases, such as if you use the Website to perform an unlawful act or omission or take any act or omission that may damage Tailor-ED, its property and goodwill, or if there is an attempted breach of the security of the Service or a physical or property threat to you or others.

**Links to Third-Party Sites**

As part of our Services, our Website may provide links to sites, apps and services of third parties, operated by companies not affiliated with us, such as links to different social media platform and Google Classroom, which provides a suite of online tools for teachers. Third-party sites have their own privacy notices or policies, which we strongly suggest you review. Third-party sites may carry advertisements or offer content, functionality, newsletters or applications developed and maintained by those third-party companies. We are not responsible for the privacy practices of any third parties' sites, apps or services.

**Your Rights**

You have the right at any time to request to access or modify your information. To exercise these options, please contact us at support@tailor-ed.com.

In some jurisdictions, in particular those located within the European Union (the "EU") or within the European Economic Area (the "EEA"), you may be afforded specific rights regarding your Personal Information. Subject to such eligibility, you may have the following rights to:

- Request a rectification of your Personal Information where the information we hold about you is incorrect or incomplete.
- Object to the processing of your Personal Information for direct marketing purposes.
- Object to the processing of your Personal Information where our legal basis for that processing is that such processing is necessary for our legitimate interests.
- Object to an automated decision-making (including profiling) in certain circumstances.
● Request the erasure of your Personal Information in certain circumstances, such as where processing is no longer necessary for the purpose it was originally collected for, and there is no compelling reason for us to continue to process or store it;
● Receive your Personal Information, or ask us to transfer it to another organization that you have provided to us, which we process by automated means, where our processing is either based on your consent or is necessary for the performance of a contract with you.

Generally, with regard to information collected on our Website, Tailor-ED is a "Data Controller". Therefore, if you wish to exercise the above mentioned rights, please contact us, and we will make our best efforts to fulfill your request.

With respect to Personal Information collected via the Services, if you are a teacher, you are considered the data controller and we the data processors. If you are a student user and you wish to submit a request to exercise any of the above rights, you may do so by contacting your teacher and we will cooperate to facilitate your request. If you do wish to submit such request to us, we will make our best efforts to assist you, pursuant to your teacher’s instructions.

If you wish to file a request regarding any of the above, you may contact us at: support@tailor-ed.com.

**California Online Privacy Protection Act**

CalOPPA requires commercial websites and online services to post a privacy policy. The law’s reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers, to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. See more at: https://consumercal.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/#sthash.0FdRbT51.dpuf.

According to CalOPPA, Tailor-ED agrees to the following:

● Once this Privacy Policy is created, we will add a link to it on our home page or on the first significant page after entering the Platform.
● Tailor-ED’s Privacy Policy link includes the word 'Privacy' and can easily be found on each page on the Website.
● You can request to change your Personal Information by emailing us at: support@tailor-ed.com.

**California Privacy Rights**

The California Consumer Privacy Act of 2018 ("CCPA") permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their Personal Information (if any) in the prior calendar year, as well as the type of Personal Information disclosed to those third parties.
If you choose to exercise your rights, we will not charge you different prices or provide different quality of our services, unless those differences are related to your provision of your Personal Information. Please note that you must verify your identity and request before further action is taken. As a part of this process, government identification may be required. Moreover, you may designate an authorized agent to make a request on your behalf.

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. Any disclosures we provide, will only cover the 12 month period preceding your verifiable request's receipt. If, for some reason, we cannot reply within such time frame, our response will include an explanation for our inability to comply. If you wish to exercise your CCPA rights, please contact us at: support@tailor-ed.com.

Note that we do not sell your Personal Information. Also, we will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you with a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

**CAN SPAM Act**

The CAN-SPAM Act is a Federal US law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out strict penalties for violations.

To be in accordance with CANSPAM, Tailor-ED agrees to the following:

- Not use false or misleading subjects or email addresses.
- Identify the commercial message sent to you as an advertisement when required.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at support@tailor-ed.com and we will promptly remove you from ALL correspondence.

**Cookies**

A cookie is a small piece of information that is stored on a Device and may contain a device identifier for the purpose of recognizing your browser as you interact with websites. Device identifiers may be randomly generated or assembled from available system elements such as IP address, browser version, OS type and version, device type and settings, mobile device, wireless mobile subscriber ISDN numbers, public switched telephone network information, mobile network information or software data.
You can choose to change your browser settings to disable cookies if you do not want us to establish and maintain for you a unique user ID. Be aware that cookies might be required to complete certain functions on our website.

Tailor-ED may use cookies and similar technologies in combination with other information we maintain for a number of purposes, including to:

- Provide internal analytics and reporting to improve our Services;
- To increase our Website's functionality and user-friendliness;
- Maintain information in both identifiable and de-identified forms;
- To support security measures;
- To assist in identifying possible fraudulent or abusive activities.

We may use “persistent cookies” to save your registration ID and login password for future logins to the website. We may use “session ID cookies” to enable certain features of the Website, to better understand how you interact with the Website and to monitor aggregate usage and web traffic routing on the Website.

Some of the cookies may expire when the session ends and you exit your browser. Other cookies are saved on your browser's memory.

**Opt In or Opt Out**

You are always in control of your data, and if you choose to receive information from us, or others, you can change your mind later. If, at any time, you would like to stop receiving such information or opt out of a feature, you may notify us by writing to support@tailor-ed.com. You should be aware, however, that it is not always possible to completely remove or modify information in our databases and servers, although we will always make reasonable efforts to do so upon your request.

**Information Security**

Tailor-ED considers information security to be a top priority, and is committed to protecting the security of your Personal Information. Tailor-ED implements systems, applications and procedures to secure Personal Information, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information, in particular where the processing involves the transmission of data over a network, and against all other unlawful forms of processing. When we transmit highly confidential data over the Internet, we protect it through the use of encryption. However, these measures are unable to provide absolute assurance.

Personal Information collected by Tailor-ED may be stored and processed in various locations (also using cloud services), which are chosen in order to operate efficiently, to improve performance, and to create redundancies in order to protect the data in the event of an outage or other problem. We take steps to ensure that the data we collect under this Privacy
Policy is processed according to the provisions of this Privacy Policy and the requirements of applicable law wherever the data is located.

Therefore, although Tailor-ED takes great efforts to protect your Personal Information, Tailor-ED cannot guarantee and you cannot reasonably expect that Tailor-ED’s databases will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse.

Questions about the security of Personal Information can be directed to Maayan Yavne at maayan@tailor-ed.com.

**Data Retention**

Generally, Tailor-ED does not retain information longer than necessary to provide its Services and for its reasonable business and lawful needs. If you withdraw your consent to us processing your Personal Information, we will erase your Personal Information from our systems, unless the Personal Information is required for Tailor-ED to establish, exercise or defend against legal claims or it is necessary for the performance of the requested Services.

**Contact Tailor-ED/Abuse Reports**

If you have a privacy concern, complaint, or a question or believe that your privacy has been compromised by any person, in the course of using the Services, or any other requests, responses, questions and complaints, then please contact Tailor-ED via "Contact Us" section on our Website.

**Tailor Ed Instruction Inc., 8 The Green, Dover, Delaware, 19901-3618**

**Changes to this Privacy Policy**

We may change this Privacy Policy from time to time, when necessary to reflect customer feedback and changes in our Services. When we post changes to this policy, we will revise the "last modified" date at the top of the Privacy Policy. If we make a change to this Privacy Policy that we believe materially reduces your rights, we will provide a notice prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. We may provide notice of changes in other circumstances as well. By continuing to use the Services after those changes become effective, you agree to be bound by the revised Privacy Policy.