

Kaplan Early Learning Company e-DECA Privacy Policy

Kaplan Early Learning Company recognizes the importance of protecting child information, and other personal information, and we are committed to protecting your on-line experience while using the Website located at www.e-deca2.org (the "Website") or the services and content contained therein.

Kaplan Early Learning Company ("KAPLAN," "we," "us," or "our") is a corporation based in Lewisville, NC, which provides Software-as-a-Service (SaaS) products such as e-DECA to the early childhood market. This Privacy Policy states KAPLAN's privacy practices for you and your Use of the Website or the Services. KAPLAN is dedicated to meeting the needs of its customers with the highest regard to safety and privacy. By Using the Website or the Services:

1. you are agreeing that the terms of this e-DECA Privacy Policy are acceptable to you;
2. you do not expect KAPLAN or its Partners to take any measures to safeguard confidential data or information other than as set forth in this Privacy Policy;
3. you will not do anything to violate the terms of this Privacy Policy yourself.

For purposes of this Privacy Policy, by any accessing, browsing, use, or downloading of, or registration for (collectively "Use"), any content, material, or services contained on or offered through the Website (collectively, the "Services") you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy in full.

Collection and Protection of Information

We collect a limited amount of personal information from teachers, administrators and parents about themselves and their students in order to provide you with customized, personalized information about a child's growth and development. **We will ask you—not the child—for some specific information.** During our registration process, we will ask

you to set up a username and password to establish secure access to your personal information.

Data Ownership and Use of Information

Any personal information that you provide will be held in strict confidence and security. In addition, the following terms relating to the ownership and use of data apply to the Use of the Website and the Services:

- Assessments, developmental checklists, and other individual reports entered by the teacher, administrator, or other authorized user into the site are accessible only to teachers, administrators, or other authorized users.
- The entry of all personal data and assessment data in the Website is the responsibility of the school; neither KAPLAN nor its Partners assume any responsibility to enter, collect or review such data.
- By Using the Website or the Services, or authorizing their Use with regard to a child, the owner of personal information specific to such child grants KAPLAN and its Partners a non-exclusive license to share information in the child's Portfolio with professionals, educators, or teachers, for the sole purpose of promoting the education or development of the child and not for marketing purposes.
- In addition, by Using or authorizing the Use of the Website, the owner of any data grants KAPLAN and its Partners a non-exclusive license to compile, to the extent permitted by applicable law, aggregated, de-identified information for educational and other research purposes and for commercial use.
- Neither KAPLAN nor its Partners will divulge your email address without your consent.
- KAPLAN reserves the right to contact you via email to notify you of important system changes or to obtain your consent to use personally identifiable data for any purpose not described above. Neither KAPLAN or its Partners will not use any personally identifiable data for any such purpose without your prior consent.

Visiting Our Website from Outside of the United States

If you are located outside the United States, please note that the personal information you provide us will be transferred to and stored and processed in the United States. Whenever you submit any personal data to us, you consent to this transfer.

Security

We follow generally accepted industry standards to protect the information submitted to us, both during transmission and once we receive it. Transmissions of information are encrypted using secure socket layer technology (SSL). However, no method of transmission over the internet is 100% secure. Therefore, while we strive to use generally acceptable means to protect your information, we cannot guarantee its absolute security.

Links to Other Websites

The Website may contain links to other websites. Please be aware that this privacy statement applies solely to the information collected through your Use of the Website or the Services. The Website may provide links to third-party sites. KAPLAN is not responsible for the privacy practices or the content of any other websites. We encourage you to be aware when you are leaving the Website and read the privacy statement of the site that you visit prior to providing any personal information.

No Information Collected from Children

KAPLAN will never ask for or knowingly collect information from children. We are strongly committed to preserving online privacy for all of our web site visitors, including children. The Website is a general audience site, and we do not knowingly collect information about children or sell products to children. Consistent with the Children's Online Privacy Protection Act, we will not knowingly collect any information from children under the age of 13. Furthermore, we may restrict entries to any contests, sweepstakes or promotions to entrants who are at least 18 years of age.

Email

We appreciate your questions and comments about our web site and services and welcome your email messages to mailboxes listed on our web site. We will share your messages with those within our organization who are most capable of addressing the issues contained in your message. We will keep a copy of your message until we have had an opportunity to address your concerns. We may archive your message for a certain period of time or discard it, but your email address will not be used for any other purpose.

Your California Privacy Rights

Under California Law, California residents have the right to request in writing from businesses with whom they have an established business relationship, (a) a list of the categories of personal information, such as name, e-mail and mailing address and the type of services provided to the customer, that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties' direct marketing purposes and (b) the names and addresses of all such third parties. To request the above information, please contact us at the email or physical addresses listed below with a reference to California Disclosure Information.

We will respond to such requests to information access within 30 days following receipt at the e-mail or mailing address stated above. If we receive your request at a different e-mail or mailing address, we will respond within a reasonable period of time, but not to exceed 150 days from the date received. Please note that we are only required to respond to each customer once per calendar year.

We treat the data of everyone who comes to our site in accordance with this privacy policy, whatever their Do Not Track setting.

Connecticut Privacy Protection Notice

If collected, we will take reasonable measures to protect the confidentiality of Social Security numbers and limit access to those with a need for such information. We prohibit the unlawful disclosure of Social Security numbers.

To Contact Kaplan Early Learning Company

If you have any questions or concerns about our Privacy Policy or the terms for using the Website or Services, please contact us at info@kaplanco.com or 1-800-334-2014, or send a letter to:

Kaplan Early Learning Company
P.O. Box 609
1310 Lewisville-Clemmons Road
Lewisville, NC 27023-0609