

## **PRIVACY POLICY**

The Classroom Nook, Inc. ("TCN") is the operator of this Web site ("Site"), although software, hosting and other functions may be provided by third party service providers ("Service Providers"). This privacy policy describes the type of information TCN directly or through its Service Providers, collects from visitors to this Site, what we do with that information, and how visitors can update and control the use of information provided on this Site. This policy does not necessarily describe information collection policies on other sites, such as separate sites. This policy may be changed from time to time and without further notice. Your continued use of the Site after any such changes constitutes your acceptance of the new terms. If you do not agree to abide by these new terms or any future terms, please do not use the Site.

### **What information does TCN collect and why?**

We collect information you provide when you place an order, register with us, send us an e-mail or call us, or enroll in a service. This information may include the following:

- Your name
- Your mailing address
- Your e-mail address
- Your credit card number

We only use information you submit in order to deliver information, products, or services specifically requested by you.

We gather certain generic information with respect to customers' use of our Site, such as the number of unique visitors, the frequency with which they visit, and the areas on the Site that they favor. These statistics are very much like television ratings that tell the networks how many people tuned in to a program. We only use this type of data in aggregate—that is, we look at the data on a collective basis, in summary form, rather than on an individual basis. This data helps us determine the extent to which our customers use certain parts of our Site, which, in turn, enables us to make it as appealing as possible. We may also provide statistical "ratings" about how our customers collectively use our Site to advertisers, sponsors, and other companies with which we do business ("Business Partners"). We do this so they, too, can understand how often people use their areas of the site in order for them to provide you with the best possible experience. These statistical ratings do not contain any personally identifiable information about you or any of our users.

### **Who does TCN share information with?**

The information TCN collects will be used to process your correspondence and, when necessary, to contact you regarding the status of your subscription. We do not currently share your contact information with third parties except for: service providers who provide IT and system administration services, professional advisors (if necessary), government bodies that may require us to report processing activities or those assisting us with fraud prevention or actual fraud. Aside from the purposes described above, we do not presently plan on sharing your personal information with any other third parties unless we have your permission or you have been notified.

TCN collects and analyzes the usage patterns of our customers. We use this information to create our “favorite” products and as a way to find out which types of products are popular, and which we should eliminate. Should anyone care to obtain this information, we will disclose it only on an aggregate basis. No names or other identifying information will be provided.

TCN has a firm commitment to protecting your privacy and security as our customer. We do, however, reserve the right to disclose information about you if we have a good faith belief that we are required to do so by law or legal process, to respond to claims, or to protect the rights, property or safety of TCN or others. TCN shall have no liability to you or anyone else for such disclosures.

We may also provide information to other organizations for fraud protection and credit risk reduction. We may share aggregated demographic and statistical information with our other partners. This is not linked to any personal information that can identify any individual person.

### **Marketing Communications**

Our lawful ground of processing your personal data to send you marketing communications is either your consent or our legitimate interests (namely to grow our business).

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from us if (i) you entered into a subscription or asked for information from us about our services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a limited company, we may send you marketing emails without your consent. However, you can still opt out of receiving marketing emails from us at any time.

Before we share your personal data with any third party for their own marketing purposes, we will get your express consent.

You can ask us or third parties to stop sending you marketing messages at any time by clicking the unsubscribe link on any marketing message sent to you or OR by emailing us at [hello@linktivitylearning.com](mailto:hello@linktivitylearning.com) at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations etc.

### **Email Policies**

We are committed to keeping your e-mail address confidential. We do not sell, rent, or lease our subscription lists to third parties, and will not disclose your email address to any third parties except as allowed in the section titled Who does TCN share your information with.

We will maintain the information you send via e-mail in accordance with applicable federal law.

In compliance with the CAN-SPAM Act, all e-mails sent from our organization will clearly state who the e-mail is from and provide clear information on how to contact the sender. In addition, all e-mail messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us.

Our emails provide users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any e-mail they receive from us at anytime.

Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.

### **Sensitive Data**

We do not collect any sensitive data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions or offenses.

### **Cookies**

We use a technology nicknamed "cookies" on our Site. Cookies are pieces of information or data sent to your browser from a web server and stored on your computer's hard drive for record-keeping purposes. Our cookies do not contain any personal information about you, so only TCN and/or our vendors will be able to use the cookies to determine your identity. We use cookies to make your visit to our Site easier. For example, cookies allow us to recognize you when you re-enter our web site so that you may not have to sign-in each time you visit. Cookies also allow us to count the number of unique and return visitors who use our Site. Most browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you've received a cookie or, alternatively, to refuse to accept cookies. Cookies can also enable us to track and target the interests of our users to enhance their experience on our Site.

### **What is an IP address and how does TCN use it?**

An IP address is a number that is assigned to your computer when you are using your browser on the Internet. Like most websites, the servers that serve our Site automatically identify your computer by its IP address. We do log IP addresses and we use them to monitor things like the number of visitors that visit our website.

### **How secure is my TCN account information?**

To protect your account information, TCN requires you to enter a valid username and password before making a purchase using your existing account information. TCN does not store your personal credit card numbers, but our vendors may. Additionally, TCN has security measures in place to protect against the loss, misuse and alteration of your information. Only select employees and agents of TCN have access to this information. This information is accessed for the sole purpose of completing your order.

### **Personalizing Your Experience on the Web Site**

From time to time, we may send you surveys or solicit your feedback. We use surveys to gauge user interest in new products and premiums we may offer. We will ask for your feedback on greetings and other site features. We will use the information we gather to improve our sites and provide a more meaningful experience for our users. We may also use the information to alert you to offers and products in which you have expressed an interest.

### **How do I contact TCN if I still have questions?**

You may contact us by using the Contact Us links located in our Site. We try to reply promptly to every message we receive. This information is used to respond directly to your questions or comments.

We reserve the right to change and update the privacy policy and these changes will be posted on our Site. We encourage you to visit this page from time to time to ensure you are aware of our any changes we may have made.

**In accordance with New York Education Law § 2-d, we would like to inform you of the following:**

(1) A student's personally identifiable information cannot be sold or released for any commercial purposes.

(2) Parents have the right to inspect and review the complete contents of their child's education record through downloadable PDFs from the teacher portal.

(3) State and federal laws protect the confidentiality of personally identifiable information, and safeguards associated with industry standards and best practices, including but not limited to, encryption, firewalls, and password protection, must be in place when data is stored or transferred.

(4) Parents have the right to have complaints about possible breaches of student data addressed. Complaints should be directed in writing to the Chief Privacy Officer, New York State Education Department, 89 Washington Avenue, Albany, New York 12234. Complaints may also be submitted using the form available at the following website <http://www.nysed.gov/data-privacy-security/report-improper-disclosure>.