

LEARN THRU MOVEMENT, INC.

PRIVACY POLICY

Existing policy: <https://mathandmovement.com/privacy-policy/>

Effective as of 12/20/2024

Last updated 4/17/2025

Welcome to Learn Thru Movement, Inc.'s Privacy Policy. Learn Thru Movement, Inc. (doing business as Math & Movement) (the "Company") is committed to maintaining robust privacy protections for its users. Our Privacy Policy ("Privacy Policy") is designed to help you understand how we collect, use, store, share, and safeguard ("process") the information you provide to us when using our services ("Service"), such as when you:

- Visit our websites, mathandmovement.com or mathandmovementonlinelearning.com, or visit any website of ours that links to this privacy notice.
- Engage with us in other related ways, including sales, marketing, or events.

For purposes of this Agreement, "Site" refers to the Company's website, which can be accessed at mathandmovement.com or mathandmovementonlinelearning.com. "Service" refers to the Company's services accessed via the Site, in which users can teach and assess students (using Math & Movement materials), complete grade level assessments, complete course lessons and practice problems, and track student progress. The terms "Math & Movement," "we," "us," and "our" refer to the Company. "You" refers to you, as a user of our Site or our Service.

Math & Movement will only collect, use, and share personal information in accordance with this Privacy Policy. This policy applies whether you are using mathandmovement.com or if you are logged in to our Classroom Portal (mathandmovementonlinelearning.com). This Privacy Policy also covers Math & Movement's treatment of any personal information about our users that our partners or other services share with us, for example, responses to a teacher survey collected through MailChimp.

This Privacy Policy also does not apply to information collected through other websites, products, or services that Math & Movement doesn't own or control, such as third-party services you might access through links or other features (e.g. social media buttons, email campaigns, or Vimeo videos) on the Service. These other services have their own privacy policies, and we encourage you to review them before providing them with personal information.

By accessing our Site or our Service, you accept our Privacy Policy and [Terms of Use](#), and you consent to our collection, storage, use, and disclosure of your Personal Information as described in this Privacy Policy.

Reading this privacy notice will assist you in making informed decisions when using our Service. If you do not agree with our policies and practices, please do not use our Services. If you have any questions or concerns, please contact us by email at info@mathandmovement.com.

MATH & MOVEMENT'S PRIVACY CERTIFICATIONS

iKeepSafe Harbor Program:

Protecting Children's privacy is especially important to Us. We participate in the iKeepSafe Safe Harbor program. We have been granted the iKeepSafe COPPA Safe Harbor seal signifying that Math & Movement has been reviewed and approved for having policies and practices surrounding the collection, use, maintenance and disclosure of personal information from Children consistent with the iKeepSafe COPPA Safe Harbor program guidelines. COPPA protects the online privacy of Children under the age of 13; below is an email for IKeepSafe Safe Harbor program.

For those who have questions or concerns about our privacy policy and practices, please contact iKeepSafe Safe Harbor program at COPPA@ikeepsafe.org.

WHO COLLECTS INFORMATION

The sole operator collecting or maintaining personal information from all users, including children/Student Users, is the Math & Movement Team. Our team can be contacted at the following:

Learn Thru Movement, Inc. dba Math & Movement
PO Box 4017
Ithaca, NY 14852
info@mathandmovement.com
607-233-4209

WHAT INFORMATION WE COLLECT

We collect "Non-Personal Information" and "Personal Information." Non-personal information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit, and preferences that are generated based on the data you submit and number of clicks. Personal Information includes information that can be used to personally identify you.

The types and amounts of information collected will vary depending on whether you are signed up as a student or a teacher.

INFORMATION YOU PROVIDE TO US

We collect personal information that you voluntarily provide to us when you register for an account on the Math & Movement Classroom Portal, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us. This information is necessary for the adequate performance of the Services to you, the contract between us, for our legitimate interest in being able to provide and improve the Service, and for us to comply with our legal obligations. Without it, we may not be able to provide you with all of the requested services. You may choose to provide additional information to us in order to use some features on the Site.

The personal information we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use.

The personal information we collect may include the following:

- First and last name
- Email addresses
- Phone numbers
- Mailing addresses
- Job titles
- Usernames
- Passwords
- Contact preferences
- Billing addresses
- School Address
- School District (Local ID number)
- Debit/credit card numbers

Payment Data: We may collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is stored by Woocommerce. You may find their privacy notice link(s) here: <https://automattic.com/privacy/>.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

As a non-logged-in visit to mathandmovement.com, you may provide personal information to us depending on your interactions on the Site. When registering for an account on our Classroom Portal, we request other personal information in order to create your account. Please see the subsection “Children’s Information We Collect” below for our description of information collected from students.

For educators creating a Teacher Account on the Math & Movement Classroom Portal, we collect the following types of information:

- Username
- Password
- First and last name
- Email address

- School name
- School address
- Class information, including student names, number of students, grade level, and students' email addresses, usernames and passwords.

Educators logged into a Teacher Account will only be able to view the Student Accounts that they set up for their specific class. Educators logged onto their Teacher Account will also be able to privately message or leave feedback to the Students in their class. Your name and avatar on your Teacher Account will be displayed to the Student Accounts in your class. None of your other account information will be visible.

Math & Movement may also obtain information, including personal information, from third-party sources to update or supplement the information you provided or we collected automatically. This may include aggregated anonymous information or certain personal information that may be provided to us (e.g. survey information or information about the name of teachers and address of schools). If we receive personal information from third-parties, we will handle it in accordance with this Privacy Policy. If we directly combine information we receive from other third-parties with personal information that we collect through the Service, we will treat the combined information as personal information and handle it in accordance with this Privacy Policy.

Local law may require you to authorize the third-party to share your information with us before we can acquire it. We do not control, supervise, or respond to how third parties providing your information process your personal information, and any information request regarding the disclosure of your personal information to us should be directed to such third-parties.

Testimonials: We may collect certain personal information (such as your name or photo) if you choose to give us a testimonial about our Services or products. We post testimonials on our Service which may contain this personal information in the testimonial. We obtain the individual's consent in advance to ensure we have permission to post this content publicly. To request the removal of your personal information from our testimonials, please contact us at support@mathandmovement.com.

Contact Information and Correspondence with Math & Movement: As a User of our Services, you may choose to provide us with personal information, such as a name, email address, or telephone number when you contact us (for instance, by sending us an email, a chat submission, or a response to a survey). We collect records and copies of your correspondence (including email address and messages) when contacting us.

INFORMATION COLLECTED AUTOMATICALLY VIA TECHNOLOGY

We automatically collect certain information when you visit, use, or navigate the Services. In an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilizing our services, both on an individual and aggregate basis. For example, the Company may use cookies to collect the following information:

- The website you accessed our website from ("referring URL")
- Type of browser you use
- The device from which you connected to the service
- Time and date of access
- Which pages and files you viewed
- Searches you make
- IP address (or proxy server)
- Device and application identification numbers
- Hardware model
- Operating system
- Internet service provider and/or mobile carrier
- System configuration information
- Language preferences
- Location and Country*

*You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Service.

The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

Math & Movement and our service providers collect cookies, browser tracking, and other similar technologies for our websites and any pages on <https://mathandmovementonlinelearning.com/> and <https://mathandmovement.com/>. Please note for use of our services, this is required. This information may be used for system operations and for marketing and research purposes.

CHILDREN'S INFORMATION WE COLLECT

Math & Movement is committed to being transparent with how we handle children's information, in full compliance with the U.S. Children's Online Privacy Protection Act and its implementing regulations under the Children's Online Privacy Protection Rule (collectively "COPPA").

Math & Movement collects the minimal amount of information from students necessary to register for an account on the Classroom Portal Service. Additionally, Math & Movement will not condition a child's participation in an online activity on the Service on the child providing more information than is reasonably necessary to participate in that activity. This information is necessary to enable us to comply with legal obligations and given our legitimate interest in being able to provide and improve the Service and for security and safety purposes.

Student Accounts are created by the students' teacher. When a teacher sets up a student's account, the school will be responsible for providing parental consent under COPPA. Teachers may provide parental consent through what is commonly referred to as "school consent" under COPPA, where teachers have certified that they are acting as the agent of the parent and consenting on the parent's behalf to create the Student Account on behalf of the student and let students use the Service for educational purposes. For clarity, while it is Math & Movement's obligation to comply with COPPA as a whole, **we rely on schools to provide consent under COPPA by acting as the agent of the parent, but only after providing the school with the required notices set forth here.**

The teacher will provide the student's name and email address and create the username and password to set up the account for their students. After doing so, the teacher will be able to share the logins.

The teacher or verified members of school staff may provide students' first and last names, class name, and the school name and location. This information will be linked to the students' accounts. Teachers can choose to provide full names for students (e.g. first name and last name) when setting up their class; they can also opt to only provide non-identifying information (e.g. just first name and seat number).

Types of information about children collected by the child's teacher:

- First and Last Name - This information is collected from the student's teacher when they set up a Student Account for their students.
- Email - This information is collected from the student's teacher when they set up a Student Account for their students. Their email allows them to log in and use the Service. Teachers can also opt for a username, students can login with just a unique username.
- Password - This information is collected from the student's teacher when they set up a Student Account for their students. Their password allows them to log in and have an account. Teachers can reset a Student Account's password when needed.
- Grade - This information is collected from the student's teacher when they set up a Student Account. The Student Account is connected to the teacher's Classroom where the grade level is provided.

- **School Address** – This information is optionally provided directly by the teachers when they create a Teacher Account. School address allows Math & Movement to connect classes within the same school and ensure that users are in the correct schools since many schools share the same name. Teachers can edit their address at any time in their settings when they are logged in.
- **School District or Local ID number** – This information is collected when a school or a district agrees to use our software. Math & Movement uses this information to improve the quality of the names and addresses of U.S. schools in our database.
- **IP Address** – This information is collected automatically from any Student User who logs onto the Service. This information allows Math & Movement to provide the Service, transmit data back to the User, and gain necessary information for the operations of our servers (such as security and quality of the Service).
- **Browser Details** – This information is collected automatically from any Student User who logs onto the Service. This information allows Math & Movement to provide a working Classroom Portal experience tailored to the User's browser. It also allows us to see trends in browser type which will inform new software updates and releases.
- **Access Time** – This information is collected automatically from any Student User who logs onto the Service.
- **Time spent on Site** – This information is collected automatically from any Student User who logs onto the Service. Knowing the amount of time spent on the Site allows us to improve our product knowledge about how people use our Service and for improving marketing emails and notification delivery based on Users' actual usage.
- **Page Views** – This information is collected automatically from any Student User who logs onto the Service. Knowing the amount of time spent on the Site allows us to improve our product knowledge about how people use our Service and for improving marketing emails and notification delivery based on Users' actual usage.
- **Referring URLs** – This information is collected automatically from any Student User who logs onto the Service. Knowing the amount of time spent on the Site allows us to improve our product knowledge about how people use our Service and for improving marketing emails and notification delivery based on Users' actual usage.
- **Clicks and Click Paths** – This information is collected automatically from any Student User who logs onto the Service. Knowing the amount of time spent on the Site allows us to improve our product knowledge about how people use

our Service and for improving marketing emails and notification delivery based on Users' actual usage.

- Active Time on Site – This information is collected automatically from any Student User who logs onto the Service. Knowing the amount of time spent on the Site allows us to improve our product knowledge about how people use our Service and for improving marketing emails and notification delivery based on Users' actual usage.

We will not require children to provide more personal information than is reasonably necessary to participate in the Service.

We never request precise location data from students and no student location data is available publicly. From students, the primary form of location data is based on IP Addresses.

Once a Student Account is created by the teacher and parental consent is obtained (including through school consent), students will be able to complete grade level and course assessments, take lessons, and complete practice problems using Math & Movement material. They will also be able to communicate with the teacher via the bulletin board. Any responses uploaded by a Student in their Student Account will appear visible to both the student and the Teacher on their Teacher Account.

No child can upload content (including responses) to the Classroom Portal for school use except through their Student Account. This cannot happen for children without the child's teacher representing to Math & Movement that they have provided parental consent, through acting as the agent of the parent.

We urge students to check with their parents before entering information through the Classroom Portal, and we recommend that parents discuss with their children restrictions regarding the online release of personal information to anyone that they do not know.

HOW WE USE AND SHARE INFORMATION

Math & Movement commits that its collection, use, retention, and sharing of personal information shall be reasonably necessary and proportionate to achieve the purposes for which the personal information was collected or processed and for the purposes disclosed in this Privacy Policy and that the personal information will not be further processed in a manner incompatible with these purposes.

We process your information to provide, improve, and administer our Services, communicate with you, ensure security and fraud prevention, and comply with the law. We may also process your information for other purposes with your consent.

PERSONAL INFORMATION

We use your personal information only when we have a valid legal basis to do so. We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- To facilitate account creation on the Classroom Portal and otherwise manage user accounts. We may process your information so that you can create and log in to your account, as well as keep your account in working order.
- To power our Services. This includes operating, providing, enhancing, and improving our Sites, by updating it, developing new features, and personalizing the Service for you.
- To provide internal analytics and reviews. This includes using for internal audits and review, for analyzing how the Services are used, providing statistics about the usage levels of the Services, and diagnosing service or technical problems.
- To process your transactions. To fulfill your requests and provide any information you request, such as responding to your emails, submissions, questions, requests for information or customer support, or for event registration, scheduling, or attendance; for any other purpose for which the information was collected, or for which you provide your consent (if required).
- To communicate with you. To send you information about features on our Service or changes to our policies and Service or communicate with you about your use of the Service, your account, or transactions with us. We may also send you security alerts, and support and administrative messages and otherwise facilitate your use of, and our administration and operation of the Service (including notifying you of data privacy incidents). Additionally, we may provide school leaders, parents, and teachers information about events, announcements, offers, promotions, products, and services we think will be of interest to you and notify and contact contest and raffle entrants.
- To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services, including to participate in ratings, reviews, surveys, and other initiatives that help us gather information used to develop and enhance our products and services.
- To provide technical support. We may process your information when necessary to assist you with any technical issues while using our Services.
- To send you marketing and promotional communications. We may process the information you send to us for our marketing purposes if this is in accordance with your communication preferences. You can opt out of our marketing emails at any time.
- To identify usage trends. We may process information about how you use our Services to better understand how they are used so we can improve them.

- To determine the effectiveness of our marketing and promotional campaigns. We may process your information to better understand how to provide marketing and promotional campaigns. Some cleaned student data may also be used to show the effectiveness of the Math & Movement Program.
- To save or protect an individual's vital interest. We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.
- To provide security and fraud prevention. Most crucially, to protect our community by making sure the Service remains safe and secure, such as by detecting, investigating, and preventing activities that may violate our policies or be illegal.
- To comply with the law. To comply with applicable law – for example, to satisfy tax or reporting obligations, or to comply with a lawful governmental request or notify you of data privacy incidents when legally required.

Math & Movement will never sell, rent, trade, or otherwise share personal information or non-personal information. We will only disclose information to the limited set of third-party service providers necessary to provide or develop our Services (including database hosting) or as required by law, and we will be transparent about who these service providers are.

We do not use algorithms for profiling or to otherwise make any decision based solely on automated processing that would significantly affect you without the opportunity for human review.

We do share Personal Information with third-party vendors, contractors, or agents ("third parties") who are performing services for the Company and require access to such information to do that work. For instance, the servers for our email communications are provided access to Users' email addresses for the purposes of sending emails from us. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They also will not share your personal information with any organization apart from us. They also commit to protecting the data they hold on our behalf and retaining it for the period we instruct. The categories of third parties we may share personal information with are as follows:

- Communication and collaboration tools
- Finance and accounting tools
- Payment processors
- Sales and marketing tools
- Website hosting services
- Cloud services, for provision of cloud storage services;
- Contractual performance, for the performance of any contract we enter into with you;

- Web analytics, analytics and search engine providers that assist us in the improvement and optimization of our site.

We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

We **may** share information to assist with security operations for scheduled penetration testing, auditing, and continuous improvement of our security practices, including without limitation, exchanging information with other companies and organizations for fraud protection. Authorized parties of the information would comply with our current privacy and security policies.

We process this information given our legitimate interest in improving and protecting the Service and our users' experience with it, taking into consideration your interests, rights, and expectations. Depending on the circumstances, we may also rely on your consent or the fact that the processing is necessary for the adequate performance of the contract with you, to protect your vital interest or those of other persons or the Service, and to comply with applicable laws.

Additionally, we will process your personal information for the purposes listed in this section related to marketing given our legitimate interests in undertaking marketing activities to offer you products and services that may be of your interest. You can opt-out of receiving marketing communications from us by following the unsubscribe instructions included in our marketing communications. Please note that we may anonymize and/or de-identify information collected through the Services or via other means so that the information no longer relates to you.

Over time, Math & Movement may grow and reorganize. We may share your personal information with affiliates such as a parent company, subsidiaries, joint venture partners, or other companies that we control or that are under common control with us, in which case we will require those companies to agree to use your personal information in a way that is consistent with this Privacy Policy.

Consistent with applicable state and federal laws, in connection with such a change to our organization, if any, this Privacy Policy will continue to apply to your information, and any acquirer would only be able to handle your personal information as per this policy (unless you give consent to a new policy). We will provide you with notice of an acquisition within thirty (30) days following the completion of such a transaction, by posting on our homepage, or by email to your email address that you provided to us. If you do not consent to the use of your personal information by such a successor company, subject to applicable law, you may request its deletion from the company. We may also make information,

including personal information, available to a potential investor or purchaser (or their advisors) in advance of any such transaction completion.

Math & Movement is under a duty to disclose or share your personal information in order to comply with any legal obligation or any lawful request by public authorities (including to meet national security or law enforcement requirements) or in order to enforce or apply other agreements; or to protect the rights, property, or safety of us, our customers, or others.

In the unlikely event that Math & Movement goes out of business, or files for bankruptcy, we will protect your personal information, and will not sell it to any third-party.

Other than the cases above, we won't disclose your personal information for any purpose unless you consent to it.

NON-PERSONAL INFORMATION

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends, analyze User patterns, gather demographic information about our Users, understand Users' engagement with our Site, administer the Service, tailor the Service, and to overall help the Service work better.

This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information, and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers, and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. We may share or transfer your information in connection with, or during the negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as outlined in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

HOW WE USE CHILDREN'S INFORMATION

In addition to the uses mentioned above, we use the information we collect from students to provide and improve the Service to the child, for educational, security, and safety purposes, as authorized by law, or to enforce our Terms of Use. If we discover that we have collected information from a child in a manner inconsistent with COPPA, we will take appropriate steps to either delete the information or immediately seek the parent's consent for that collection.

We will never use student or children's data for behaviorally targeted or third-party advertising. Information collected from students (including personal information and information collected automatically) is never used or disclosed for third-party advertising. We also do not place any third-party advertisements anywhere on the Classroom Portal. Additionally, personal information collected from children is never sold or rented to anyone, including marketers and advertisers.

We do not disclose any personal information about children to third parties, except to service providers necessary to provide the Service, authorized school personnel, as directed by the child's school, or to protect the security of the Service or other users.

No Student's Account is made available or visible to the general public through Math & Movement's Classroom Portal. Only the student, the student's teachers, or school leaders and admins connected to the child's class can see the student's individual Student Account. Students will not be able to see information and content on other Student Accounts when logged in. Students will only be able to see their teacher's name and avatar, as well as any content assigned to them by the teacher.

Please keep in mind that information (including personal Information or children's personal information) or content that you voluntarily disclose to others – including to other Math & Movement users you interact with through the Service (such as messages sent between Students and Educators) – can be viewed, copied, stored, and used by the people you share it with. We cannot control the actions of people with whom you choose to share information, and we are not responsible for the collection, use, or disclosure of such information or content by others.

DATA RETENTION

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us to keep your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Teachers may delete messages and students in their class directly through the Service.

ACCOUNT DELETION

When you delete your Teacher or Student Account, you will not be able to log into your account because your registration information will be deleted.

When deleting a Math & Movement Classroom Portal Teacher Account, the teacher's name, email address, password, IP address, and any other information they provided to us will be deleted. Math & Movement will not delete the following until we receive direction from the teacher's school principal or district leader:

- Classes and associated Student Accounts
- Any Student Account connected to the Teacher Account
- All messages sent to Students

These are kept after Teacher Account deletion for school legal compliance reasons (e.g. maintenance of "educational records" under FERPA or "Student Data" under state student privacy laws) and will not be deleted until we receive direction from the school. However, they are hidden from view when the Teacher Account is deleted. If the teacher's school or district would like this information to be completely deleted off of our servers, they may contact us via email at support@mathandmovement.com.

When deleting a Math & Movement Classroom Portal Student Account, the student's username and password, device-specific information, location information, and IP address will be deleted. Math & Movement will not delete the following until receive direction from the student's school principal or district leader:

- Student's name (which is originally provided by the teacher)
- Any content submitted through a Student Account, including lesson and assessment responses

These are kept after Student account deletion for school legal compliance reasons (e.g. maintenance of "educational records" under FERPA or "Student Data" under state student privacy laws) and will not be deleted until we receive direction from the school. However, they are hidden from view when a Student Account is deleted.

If a parent would like this content deleted, please contact your child's school. Additionally, if a teacher would like this content deleted, and the school determines that the request should be implemented, the school may submit the request to delete this content to Math and Movement by contacting us via email at support@mathandmovement.com. If we receive a valid request from the school, we will delete this content.

Student Accounts are automatically deleted if they are inactive for **12 months or more** (meaning no assessments or quizzes have been assigned, no assignments have been completed, no messages have been sent between the student and the teacher, or the child has not logged into their Student Account). As teachers add new students each year, the student accounts from the previous year will be deleted. Personal information from inactive Student Accounts will be hidden from the view of users but will remain on our servers until we receive direction from the student's school principal or district leader to delete it.

When Math & Movement receives a valid deletion request from an authorized school representation (e.g. Principal), Math & Movement will delete all of the requested school, student, or teacher data.

HOW LONG MATH & MOVEMENT KEEPS INFORMATION

Math & Movement will not retain student personal information for any longer than is necessary for educational purposes and legal obligations, or to provide the Service for which we receive or collect the student personal information.

Math & Movement automatically deletes messages after the completion of a School Year.

For Teacher Accounts, Math & Movement stores personal information for as long as it is necessary to provide the Service to you. We determine the appropriate retention period for personal information on the basis of the amount, nature and sensitivity of the personal information being processed, the potential risk of harm from unauthorized use or disclosure of the personal information, whether we can achieve the purposes of the processing through other means, and on the basis of applicable legal requirements (such as applicable statutes of limitations). The time periods for which we retain your personal information depend on the purposes for which we use it. Personal information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services, in which case we will delete prior to you deleting your account. Additionally, some data is deleted or anonymized automatically after a set period of time.

Please note that for all User types, we may also have to retain some information after your account is deleted or closed, to comply with legal obligations, to protect the safety and security of our community or our Service, or to prevent abuse of our Terms of Use. Some of this information includes:

- Our contractual or business relationship with you
- Financial recordkeeping – when you make a payment to us, we are often required to retain this information for a longer period of time for purposes of the account, dispute investigation and resolution, and compliance with tax, anti-money laundering, and other financial regulations.
- Direct communication with us – if you have directly communicated with us, through a customer support channel, bug report, or email, we may retain reasonable records of those communications.

Even if you delete your account, keep in mind that the deletion by our service providers may not be immediate and the deleted information may persist in backup copies for a reasonable period of time. **We may retain de-identified information for as long as we deem appropriate.**

HOW WE PROTECT INFORMATION

The security of your personal information is important to us. The safety and security of your personal information also depends on you and you should maintain good internet security practices. Where you have password-protected access to an account or certain parts of the Services, you are responsible for keeping this password secure at all times. You should not share your password with anyone. You must prevent unauthorized access to your account and personal information by selecting and protecting your password appropriately and limiting access to your computer or mobile device and browser by signing off after you have finished accessing your account. If you think that any of your accounts have been compromised you should change your account credentials with us. We will never email you to ask for your password or other account login information. If you receive such an email, please send it to us so we can investigate.

We implement security measures designed to protect your information from unauthorized access. We maintain some **reasonable** administrative, technical, and physical procedures and practices appropriate to the nature of the personal information designed to protect personal information from unauthorized or illegal use, destruction, disclosure, or access.

However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. No electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. By using our Service, **you acknowledge that you understand and agree to assume these risks**. You should only access the Services within a secure environment.

YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e. legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfill our contractual obligations, to protect your rights, or to fulfill our legitimate business interests.

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. You can also indicate that you do not wish to receive marketing communications from us by emailing support@mathandmovement.com. However, we may still communicate with you – for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service requests, or for other

non-marketing purposes, for example, notice of periodic updates to our Privacy Policy.

If we are relying on your consent to process your personal information, which may be express and/or implied consent, depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us at support@mathandmovement.com. However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

PARENTAL CHOICES

We support access to, correct, and deletion of children's personal information by the student or their parent or legal guardian by assisting the school in meeting its requirements for access, correction, and deletion by responding to requests we receive from schools. The school acts as the agent of the parent in terms of consent.

If your child's school set up their Student Account directly and provided consent by acting as an agent and consenting on your behalf, please contact the appropriate official at your child's school to access, review, correct, or delete any of your child's personal information in the Service. If the school determines that the request should be implemented, the school may either make the change themselves or submit the request to Math & Movement via email at support@mathandmovement.com. We will use commercially reasonable efforts to process such requests in a timely manner consistent with applicable law. We will need to verify your identity, for example by requiring that you provide acceptable forms of personal identification.

In addition to the choices provided to you as a parent under COPPA set forth below, you may also have certain other rights relating to your personal information, subject to local data protection laws and the jurisdiction you reside in.

LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

CHANGES TO OUR PRIVACY POLICY

Learn Thru Movement/Math & Movement reserves the right to change this policy and our Terms of Service at any time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible.

We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Changes will take effect immediately. You should periodically check the Site and this privacy page for updates.

FOR CALIFORNIA RESIDENTS ONLY

You have the right under the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA), and certain other privacy and data protection laws, as applicable, to exercise free of charge:

1. Disclosure of Personal Information We Collect About You

You have the right to know, and request disclosure of:

- The categories of personal information we have collected about you, including sensitive personal information;
- The categories of sources from which the personal information is collected;
- Our business or commercial purpose for collecting, selling, or sharing personal information;
- The categories of third parties to whom we disclose personal information, if any, and
- The specific pieces of personal information we have collected about you.

Please note that we are not required to:

- Retain any personal information about you that was collected for a single one-time transaction if, in the ordinary course of business, that information about you is not retained;
- Reidentify or otherwise link any data that, in the ordinary course of business, is not maintained in a manner that would be considered personal information; or
- Provide the personal information to you more than twice in a 12-month period.

2. Disclosure of Personal Information Sold, Shared, or Disclosed for a Business Purpose

In connection with any personal information we may sell, share, or disclose to a third party for a business purpose, you have the right to know:

- The categories of personal information about you that we sold or shared and the categories of third parties to whom the personal information was sold or shared; and
- The categories of personal information that we disclosed about you for a business purpose and the categories of persons to whom the personal information was disclosed for a business purpose.

You have the right to opt-out of the sale of your personal information or sharing of your personal information for targeted behavioral advertising. If you exercise your right to opt-out of the sale or sharing of your personal information, we will refrain from selling or sharing your personal information, unless you subsequently provide express authorization for the sale or sharing of your personal information.

To opt-out of the sale or sharing of your personal information, please contact us via email at info@mathandmovement.com.

3. Right to Limit Use of Sensitive Personal Information

You have the right to limit the use and disclosure of your sensitive personal information to the use of which is necessary to:

Perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services;

Perform the following services: (1) Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes; (2) Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of a consumer's current interaction with the business, if the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business; (3) Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business; and (4) Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance, the service or device that is owned, manufactured, manufactured for, or controlled by the business; and as authorized by further regulations.

You have the right to know if your sensitive information may be used, or disclosed to a service provider or contractor, for additional, specified purposes.

To limit the use of your sensitive personal information, please contact us via email at info@mathandmovement.com.

4. Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers or contractors to delete your personal information from their records.
- Direct third parties to whom the business has sold or shared your personal information to delete your personal information unless this proves impossible or involves disproportionate effort.

Please note that we may not delete your personal information if it is reasonably necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise their right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

5. Right of Correction

If we maintain inaccurate personal information about you, you have the right to request us to correct that inaccurate personal information. Upon receipt of a verifiable request from you, we will use commercially reasonable efforts to correct the inaccurate personal information.

6. Protection Against Retaliation

You have the right to not be retaliated against by us because you exercised any of your rights under the CCPA/CPRA. This means we cannot, among other things:

- Deny goods or services to you;
- Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
- Provide a different level or quality of goods or services to you; or
- Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

Please note that we may charge a different price or provide a different level or quality of goods and/or services to you, if that difference is reasonably related to the value provided to our business by your personal information. We may also offer loyalty, rewards, premium features, discounts, or club card programs consistent with these rights or payments as compensation, for the collection of personal information, or the retention of personal information.

If you would like to exercise any of your rights as described in this Privacy Policy, you can do so by emailing us at info@mathandmovement.com.

Please note that you may only make a CCPA/CPRA-related data access or data portability disclosure request twice within a 12-month period.

If you choose to contact us directly by email, you will need to provide us with:

- Enough information to identify you (e.g., your full name, the student's full name, and school name);
- Proof of your identity and address (e.g., a copy of your driving license or passport and a recent school report card demonstrating your relationship to the student); and
- A description of what right you want to exercise and the information to which your request relates.

We are not obligated to make a data access or data portability disclosure if we cannot verify that the person making the request is the person about whom we collected information, or is someone authorized to act on such person's behalf.

Any personal information we collect from you to verify your identity in connection with your request will be used solely for the purposes of verification.

CONTACT

If you have questions or comments about this notice, you may email us at info@mathandmovement.com.

Based on the applicable laws of your jurisdiction, you may have the right to request access to the personal information we collect from you, change that information, or delete it. To request to review, update, or delete your personal information, please email us at support@mathandmovement.com.