



## LEARN THRU MOVEMENT, INC. DIRECT NOTICE

Effective as of 12/11/2024

***Teachers and school administrators, please note that you are responsible for sharing the below notice with your students' parents and families.***

Before allowing your child or children to access their Math & Movement Classroom Portal account, it's important to understand the information we collect from them.

This disclosure for parents ("Direct Notice") provides important information you should consider when allowing your child (or children) to access the Math & Movement Classroom Portal.

Continue reading for the full Direct Notice disclosure, but here are the key points:

- You will only give consent once for any child you allow to access any part of the Math & Movement Classroom Portal (the "Service") or allow to log in to their Student Account created in school by their teacher. You will not see this notice again for additional children you add.
- We **never** post or share your child's personal information publicly. Some data may be used for product improvement or communication/marketing purposes but personal identifiable information will not be shared.
- Find out more about how we manage your child's privacy at [mathandmovement.com/privacy-policy](https://mathandmovement.com/privacy-policy).

Please note that you will only be giving consent **once** and that it will also apply to any children for whom you subsequently allow future access to the Math & Movement Classroom Portal Student Accounts after your consent.

We explain the information we collect for your child's use of the Math & Movement Classroom Portal below. In order to allow your children to access the Math & Movement Classroom Portal, you must review this Direct Notice of Disclosure (including the Math & Movement Privacy Policy) and give your consent below. Learn Thru Movement, Inc. dba Math & Movement will not knowingly collect, use, or disclose

your child's personal information unless you've provided this consent. We will ask for your consent before we make any material changes to the practices described in this Direct Notice of disclosure (including the Math & Movement Privacy Policy).

Math & Movement **may** collect the following information from children using the Classroom Portal with a Student Account:

- First and Last Name
- Email
- Password
- Grade
- Scores while using the program
- School Address
- School Name
- School District
- Device and browser related information may be collected **passively** along with other cookies and other data points.

*\*The device and application-related data is collected from the device and application being utilized to give the children access to Math & Movement Classroom Portal Student accounts (e.g. the school's computer or a home computer that the child is utilizing.)*

## **INFORMATION COLLECTED FROM TEACHERS OR PARENTS COMBINED WITH CHILDREN'S DATA**

Your child's teacher may have provided your child's first and last name, student grade, class name, and school name and location, in which case that information will also be linked to his or her **Teacher Account**, along with any assessment and quiz responses, scores, comments on assignments, and messages between your child and their teacher.

Your child's responses, scores, comments, and messages can only be viewed on the Math & Movement Classroom Portal by your child and their teacher.

## **VISIBILITY OF CHILDREN'S PERSONAL INFORMATION**

Please note that we never **knowingly** post any of your child's personal information publicly online. Additionally, your child's information will never be visible to other children using a Student Account, nor will your child's information be visible to other

Teacher Accounts besides the one that set up their Student Account.

## **RETENTION OF CHILDREN'S PERSONAL INFORMATION**

We will not retain a child's personal information for any longer than is necessary for educational purposes or legal obligations, or to provide the service for which we receive or collect the child's personal information. Additionally, we only keep a child's personal information for as long as their Student Account is active, unless we are required by law or the child's school (for Student Accounts) to retain it, need it to ensure the security of our community or our Service, or to enforce our Terms.

Learn Thru Movement, Inc. dba Math & Movement operates a data protection policy to protect all students' and children's information:

1. One year deletion policy: As teachers add new students each year, the student accounts from the previous year will be deleted. Teacher accounts will also clear if they change grade levels.
2. Deleting inactive Student Accounts: If a child's Student Account is inactive for **twelve 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), Math & Movement will automatically delete the Student Account.

Please note that certain content within a Student Account or kept in a Teacher Account may be kept after deletion of a Student Account as we are required to retain these at the direction of the school (e.g., for legal compliance reasons such as maintenance of "education records" under FERPA or "Student Data" under state student privacy laws or equivalent laws internationally).

## **USE OF THIRD-PARTIES**

Please be advised that we engage third-party service providers to support the creation, operation, and maintenance of our Classroom Portal and its related services. As part of this process, it may be necessary to share certain user data with these third-party vendors. By accessing or using the Classroom Portal, or by permitting your students or children to do so, you acknowledge and consent to the involvement of third-party vendors and the potential sharing of data as described herein.

Learn Thru Movement, Inc. does not warrant, and shall not be held liable for, the performance, availability, security, accuracy, or any other aspect of services provided by these third-party vendors. By accessing or using the Classroom Portal—or by permitting your students or children to do so—you acknowledge and accept that the use of third-party vendors may involve certain risks, including but not limited to data loss, service interruptions, or security vulnerabilities. You further agree that your continued use of the product constitutes your acceptance of these risks, and that Learn Thru Movement, Inc. shall not be responsible for any resulting damages, claims, or liabilities.

### **ACCESS, CORRECT, OR DELETE CHILDREN'S PERSONAL INFORMATION**

You may access your child's information to correct, update, request deletion or further collection and use of their information by contacting us at [support@mathandmovement.com](mailto:support@mathandmovement.com) or P.O. Box 4017, Ithaca, NY 14852.

### **OPT-OUT NOTICE**

If you do not wish for your child to access or use the Classroom Portal, please contact your child's teacher directly. As this product may be integrated into classroom instruction, it is your responsibility to notify the teacher to restrict your child's access and/or request the removal of any associated data or information.

If you have any additional questions or concerns, please view our full Privacy Policy at [mathandmovement.com/privacy-policy/](https://mathandmovement.com/privacy-policy/) or contact us by email at [support@mathandmovement.com](mailto:support@mathandmovement.com).

Sincerely,  
The Math & Movement Team