

My Jefferson Academy (MJA) privacy policy

MJA Service Privacy Policy

This Privacy Policy describes our collection and use of personal information collected from you through the online and/or mobile services, websites, and software provided on or in connection with www.myjeffersonacademy.com, which are offered through (i) www.myjeffersonacademy.com, (ii) mobile applications associated with www.myjeffersonacademy.com, and (iii) any other MJA website, app or online service which links to this Privacy Policy. Your (meaning visitor) use of the Service is conditioned on your acceptance of this policy.

Information you provide to MJA. This information may include:

School Information- When a teacher, school administrator, or other authorized person associated with a School registers for an account on our Service or corresponds with us, we may collect personal information such as a name, e-mail address, payment information, username and password, and information about the School.

Student Information- Once registered, a School may provide information about its students, such as student names or other identifiers, passwords, e-mail address for the student or the student's parent or legal guardian, and educational level and topic of study. Personally identifiable information collected from or about students, along with other information associated with that personally identifiable information is "**Student Data.**" The School may elect to provide user names or identifiers which are not readily identifiable to anyone outside of the School community in lieu of a full student name, at its discretion. Additionally, some Schools may elect to use a single-sign on (SSO) service rather than usernames and passwords to authenticate student access.

Parent and Child Information- When a parent or guardian ("Parent") registers for an account on our Service or corresponds with us, we may collect personal information such as a name, e-mail address, payment information, username and password. We may also collect information about the child(ren) authorized by the Parent to use the Service through the Parent's account, including a profile name for the child user and selection of a profile avatar. Each child user profile must be associated with a Parent account, and children cannot access the Service without the Parent first signing in to the Parent account with the Parent's sign in credentials.

Learning and Activity Information- During the course of providing the Service, we collect information about your use of the Service, as well as any information that you submit to the Service, such as answers to questions.

Information we receive from your use of our Service- Like most websites and online services, MJA and our vendors automatically collect certain types of usage information when you visit www.myjeffersonacademy.com, read our e-mails, use our Service or otherwise engage with us. This information is typically collected through a variety of tracking technologies, including

cookies, and we may use third party providers to collect this information on our behalf. These tracking technologies collect information about how you access and use the Service (e.g., referring / exit pages and URLs, how frequently you access the Service, the pages you view, the links you click, and other actions you take on the Service); information about your browser and information about the device(s) you use to access the Service (e.g., Internet Protocol (IP address), browser type, browser language, Internet service provider, device type, model and manufacturer, a unique ID that allows us to uniquely identify your browser, device or account, operating system brand and model, and whether you access the Service from multiple devices). We may also collect information about your geographical location data at the city level. We may collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service and to understand more about the demographics and behaviors of our users. We may also work with third party partners to employ technologies, including the application of statistical modeling tools, which permit us to recognize and contact you across multiple devices. Although we do our best to honor the privacy preferences of our users, we are unable to respond to Do Not Track signals set by your browser at this time.

We use the information we collect to: 1) communicate with you; 2) provide and maintain the Service; 3) improve, personalize, and develop the Service; 4) and to promote safety and security.

MJA may share or disclose your personal information as needed to provide our Service or with your consent or permission. We may also share personal information in the circumstances such as: 1) Aggregate or De-Identified Information; 2) Third parties with consent; 3) Vendors and Service Providers; 4) Merger or Sale; 5) Others within the School. 6) comply with applicable law and regulation, enforce applicable terms of service, address fraud and technical issues, protect the property or MJA personnel and clients' safety.

Communications

MJA may, from time to time, send you e-mail regarding our products and services, or your use of our products and services. Only MJA (or its vendors or service providers operating on its behalf) will send you these e-mails. You can choose not to receive these e-mails by clicking the unsubscribe link in any e-mail.

How does IXL protect children's privacy?

MJA does not permit children under the age of 13 to create an account and does not knowingly collect personally identifying information from children under the age of 13 without the consent and at the direction of a Parent.

Parents who purchase a subscription to the Service may set up a Child profile associated with the Parent's account so that children under 13 may access the Service under the Parent's supervision. The Children's Privacy Policy applies to all users of Child profiles, regardless of the age of the Child.

When MJA is used by a School in an educational setting, the School may authorize MJA to collect information from a child under 13.

When MJA provides the Service to Schools, our collection, use and disclosure of Student Data is governed by our Terms of Service and/or any other agreement with the School, by the provisions of the Family Educational Rights and Privacy Act ("FERPA"), the Children's Online Privacy Protection Act ("COPPA") and other applicable laws that may relate to the collection and use of personal information of students.

The Student Privacy Pledge- MJA adheres to the student privacy pledge, an industry standard approach to privacy for K-12 service providers. The Pledge was created by the Future of Privacy Forum (FPF) and The Software & Information Industry Association (SIIA) and has been endorsed by the National School Boards Association (NSBA), the National Parent-Teacher Association (PTA), and the White House.

Links to other websites and services- The Services may contain links to and from third-party websites of our business partners, advertisers, and social media sites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and their practices are not covered by this Privacy Policy. We strongly recommend that you read their privacy policies and terms and conditions of use to understand how they collect, use, and share information. We are not responsible for the privacy practices or the content on the websites of third-party sites.

Updates to this Policy- MJA may, in its sole discretion, modify or update this Policy from time to time, which will be reflected in the `date last modified` set forth below. If we change this Policy in a material manner, we will do our best to notify you of the changes by posting a notice on our website. Your continued use of the Services following the effective date of such update constitutes your acceptance of the revised Policy. If you do not agree to any of the terms in this Policy or to any future terms in a future revision of this Policy, do not use or access (or continue to access) the Service.

We will not make any material changes to our Privacy Policy or Terms of Service that would result in Student Data being used in a materially different manner than was disclosed when the information was collected without first giving notice to applicable Schools and providing a choice before such Student Data is used in a materially different manner than was disclosed when the information was collected.

In the event that you or your School has entered into a signed, written agreement with MJA, changes to this Policy may not be effective as to you until either (a) you or your School affirmatively accepts the changes to this Policy, either electronically or in a signed writing or (b) upon renewal of the School's agreement with MJA at the end of the current term.