

## Scholastic Learning Zone Privacy Policy

Scholastic knows that your privacy is important to you, and we want you to know that it is important to us too. Unless otherwise specified in connection with a particular activity, this Policy explains the types of information we collect through Scholastic Learning Zone (currently located at [scholasticlearningzone.com](http://scholasticlearningzone.com), [scholasticlearningzone.ca](http://scholasticlearningzone.ca), [scholasticlearningzone.au](http://scholasticlearningzone.au), [scholasticlearningzone.co.uk](http://scholasticlearningzone.co.uk) and [scholasticlearningzone.asia](http://scholasticlearningzone.asia)) and the services provided thereon (collectively, the “Site”), how we will use, disclose and treat this information once it is collected, and how you can opt-out of some of our uses and disclosures of your information. By visiting the Site, you agree to the terms of this Privacy Policy as they may be amended from time to time.

Here are a few general principles to keep in mind as you read through this Policy:

- The Site is owned and operated by Scholastic Inc. or one or more of its corporate affiliates (referred to collectively in this policy as “we,” “us,” “our” and other similar pronouns). Scholastic Inc. is the controller of the personal information that is handled under this Policy. Scholastic Inc. can be contacted at the address set forth at the bottom of this Policy.
- This Policy may be supplemented from time to time by other terms that apply to specific Web sites, online services or digital products.
- As our business evolves, this Policy may change, so please check back to this page periodically to make sure you understand how your Personal Information will be treated.
- This Policy is incorporated into, and part of, our [Terms and Conditions](#), which govern your use of our Site.
- **If you are located outside of the United States, you should know that the information you provide to us is being transmitted to us and processed in the United States by us or our service providers and will be protected subject to this Privacy Policy and United States laws, which may not be as protective as the laws in your country. Scholastic adheres to the Safe Harbor Principles administered by the United States Department of Commerce in consultation with the European Commission (the “Safe Harbor Program”) with respect to Personal Information of residents of Europe within the scope of this Policy, pursuant to the European Commission’s personal data directive (the “EU Personal Data Directive”).<sup>1</sup> Also, this Site places cookies and local shared objects on your computer or device which are further described below. By using the Site, you agree to this.**

### Opt In and Opt Out

You may have the right to opt in to or opt out of certain of our uses of your Personal Information. For example, when you are asked to provide Personal Information on this Site, you may have the opportunity to elect to, or not to, receive messages from us by e-mail. You may tell us that you do not want to receive our promotional messages by visiting the preferences center on our Site and adjusting your account preferences. You can also opt out of our promotional emails by clicking on the opt-out

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<sup>1</sup> Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

link within the e-mail you receive or by sending a message to the e-mail address also included in that e-mail. If you no longer want to receive any e-mail correspondence from us, you can let us know by modifying your account preferences. Please understand that it may take us a few days to process any opt out request, and, if you opt out of receiving all e-mails from us, as a result you may not be able to receive important notifications about your account or updates and enhancements to the Site. If you are the administrator of your school's or district's account, we need your email address to communicate with you about your account.

## **What Personal Information is collected on this Site?**

### ***User-Provided Information***

"Personal Information" is information that can be used to identify you as an individual or allow someone to contact you, as well as information associated with such information. We collect Personal Information such as your name; your school or organization's postal address; e-mail address; telephone number; photograph; reading level; purchase, site browsing and transaction history; and school/education information. For example, we may collect Personal Information when you conduct a transaction on our Site; create an account on our Site; sign up for our newsletters; make online purchases; complete surveys; contribute to a chat room, bulletin board, list serve, blog, wiki or other social forum on the Site; or submit a comment or question to us using a "contact us" or similar feature on the Site. If you are an administrator for your school or district, under some circumstances, provided that you have obtained consent of the individual whose personal information you provide to us, you may provide Personal Information about or on behalf of others, such as teachers and students at your school.

Some of the Personal Information we request from you is required in order for you to use our Site and services. If you do not wish to provide such Personal Information to us, you are not obligated to, but as a result you will not be able to use the services offered on our Site. However, some of the Personal Information we request from you is optional. This means that you can elect not to provide it to us and you will still be able to use the services on our Site. We identify optional Personal Information to you by displaying an asterisk (\*) next to the field where we request the optional Personal Information.

Some of our services allow you to forward articles and other content to a friend or other person. When you use these features, we may ask you for the e-mail address of the other person. Such information will be covered by this Privacy Policy, but we will only use such information to send the communication to your friend and for no other purpose. We will also notify the recipient of this Privacy Policy.

### ***Site Usage Information***

As is the case with many Web sites, our servers automatically collect your IP address when you visit our Site, and we may associate that with your domain name or that of your Internet access provider. We may also capture "clickstream data" about your Site usage. Clickstream data includes, for example, information about your computer or device, Web browser and operating system and their settings, the referring page that linked you to the Site, the pages or content you see or click on during your visit and when and for how long you do so, items you download, the next Web site you visit when you leave the Site, and any search terms you have entered on the Site or a referral site.

In addition, we may use various tracking technologies on the Site to collect additional information about your Site visits. For example:

- Cookies are small data files stored on your computer or device at the request of a Web site. A cookie assigns a unique numerical identifier to your Web browser, and may enable us to recognize you as the same user who was at our Site in the past, and relate your use of the Site to other information about you, such as your Site usage information and Personal Information. Cookies may be used to determine whether you are authorized to access our Site. Cookies may also be used to enhance your experience on the Site (for example, by storing your username) or to collect general usage and aggregated statistical information. Most browsers can be set to detect cookies and to let you reject them, but refusing cookies may, in some cases, make it difficult or impossible for you to use the Site or its features. To learn more about the use of cookies, including how to manage or delete them, click [here](#).
- Local shared objects, such as “Flash cookies,” may be stored on your computer or device using a media player or other software installed on your computer or device. Local shared objects operate a lot like cookies, but cannot be managed in the same way. Depending on how local shared objects are enabled on your computer or device, you may be able to manage them using software settings. For information on managing Flash cookies, for example, click [here](#).
- HTML5 (the language some Web sites are coded in) may be used to store information on your computer or device about your Site usage activities. This information can be retrieved by us to determine how our Site is being used by our visitors, how it can be improved, and to customize it for our users.
- A pixel tag (also known as a “clear GIF” or “web beacon”) is a tiny image – typically just one-pixel – that can be placed on a web page or in our electronic communications to you in order to help us measure the effectiveness of our content by, for example, counting the number of users who visit us online or verifying whether you’ve opened one of our emails or seen one of our Web pages.

These tracking technologies may be deployed by us and/or by our service providers or partners on our behalf. These technologies allow us to assign a unique number to you, and to relate your Site usage information to other information about you, including your Personal Information.

**By using our Site, you agree to our use of these tracking technologies.**

#### **How is your Personal Information used?**

We or one of our service providers may use the Personal Information we collect from and about you ([listed above](#)) to perform the following business functions:

- enabling users to use our Site and its features
- processing and fulfilling your transactions
- administering the Site and your account with us
- responding to your requests, questions, and concerns
- developing new features and offerings on the Site

- with your permission, sending you marketing and other communications, including information about products, services, and events, of ours and of others, that we think might interest you
- protecting our rights and property and the rights, property and safety of others
- customizing our Site to your interests and history with us
- making overall Site improvements
- protecting a person's life, health or safety, or protecting public health or public safety
- investigating suspected unlawful activity
- other purposes disclosed when Personal Information is submitted to us
- where permitted or required by applicable law

We may match information collected from you through different means or at different times, including both Personal Information and Site Usage Information, and use such information along with information obtained from other sources (including third parties) such as demographic information and updated contact information, where that information has been lawfully disclosed to us. We or our service providers may also use this information to maintain the accuracy of your personal information, figure out which parts of our Site are most interesting to our users, and to better understand, tailor and improve our product and service offerings.

#### **Do we share Personal Information and Site Usage Information with others?**

Yes. We may share the information we collect on the Site with others for a variety of reasons. We may share information with third parties who need your information in order to provide services to us (or on our behalf and pursuant to an agreement that protects its confidentiality and limits its use to provide such services) such as to host our Site, send email or other communications, run our contests and promotions, process payments, conduct customer research and manage and analyze data). We may also share what you voluntarily post to public areas on the Site with other Site users. For a list of third parties whom we share your information with in order for them to provide services to us, please click [here](#).

In addition, we may share your information:

- when we believe in good faith that disclosure is necessary to protect our rights or property or that of others, protect your safety or the safety of others, investigate fraud or respond to a government, judicial or other legal request, or to enforce our terms and conditions or otherwise comply with applicable law;
- in connection with a corporate change or dissolution, including for example a merger, acquisition, reorganization, consolidation, bankruptcy, liquidation, sale of assets or wind down of business; and due diligence related to the foregoing; and
- in additional circumstances subject to your consent.

In addition, we may share non-personally identifiable Site usage Information (i.e. aggregate data) with others, for their own use, in a form that does not identify you.

However, we will not otherwise disclose, trade, rent, sell or otherwise transfer your personal information, without your consent.

### **Accuracy of your Personal Information; Your Access and Correction Rights**

We will take reasonable steps to make sure that the personal information we collect is accurate, complete and up to date. We encourage you to review, update and correct the Personal Information that we maintain about you, and, subject to applicable law, you may request that we delete Personal Information about you that is inaccurate (or label it as such) by logging in to the “My Account” or similar area of the Site or by contacting us using the [“Contact Us”](#) information below. By contacting us, you may also object to our further use of your Personal Information. (This would, however, in some cases, involve closing your account.) You may also opt-out for any further promotional communications, for any reason. This will not involve closing your account. We may ask you to verify your identity and to provide other details before we are able to provide you with any information, correct any inaccuracies, or delete any information. Your right to access, review, update, correct and delete your Personal Information may be subject to exceptions prescribed by law, such as, depending on your jurisdiction: (i) if your requests are abusive or unreasonably excessive, (ii) where the rights or safety of Scholastic, its affiliate, or another person or persons would be encroached upon, or (iii) if the information or material you request relates to existing or anticipated legal proceedings between you and us, or providing access to you would prejudice negotiations between us or an investigation of possible unlawful activity. Your right to review, update, correct and delete your information is subject to our records retention policies and applicable law, including any statutory retention requirements.

If you are a parent, guardian or teacher and you or your minor child or student have provided us with Personal Information about that child or student, you may review, revise and or have deleted that Personal Information, or revoke any consents you may have provided for that child or student, by contacting us at Parent/Teacher Request for Information - International, Scholastic Inc., 557 Broadway, New York, NY 10012, [privacy-slz@scholastic.com](mailto:privacy-slz@scholastic.com) or +1 646-330-5288. We may require verification of your identity and relationship to the child.

### **Retention of Personal Information**

We will retain your Personal Information while you have an account with us and thereafter for as long as we need it for the purposes allowed by applicable laws. Thereafter, we will delete your Personal Information through erasure of all server data and archives. Your rights to request that we delete your Personal Information are set forth in the “Accuracy of your Personal Information; Your Access and Correction Rights” section above.

### **Security**

We maintain administrative, technical and physical safeguards in an effort to protect personal information in our custody and control against theft, loss, unauthorized access, use, modification and disclosure. While we and our service providers have policies and procedures in place that comply with industry standards to protect the security and integrity of sensitive Personal Information collected on this Site, we cannot guarantee that information will be absolutely safe from intrusion during transmission, while stored on our system, or when otherwise in our care.

If you correspond with us by e-mail or using Web forms like a “contact us” feature on our Site, you should be aware that your transmission might not be secure. A third party could view the Personal Information you send while it is in transit by such means. Except as expressly required by applicable statute or regulation, we will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

If you create an account on our Site, you are responsible for maintaining the strict confidentiality of your account password, and you shall be responsible for any activity that occurs using your account credentials, whether or not you authorized such activity. Please notify us of any unauthorized use of your password or account or any other breach of security.

If we believe that the security of your Personal Information in our care may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we will endeavor to notify you as soon as possible under the circumstances. If we have your e-mail address, we may notify you by e-mail, where permitted by applicable law. **You consent to our use of e-mail as a means of such notification. If you prefer for us to use the U.S. Postal Service to notify you in this situation, please e-mail us at [securitycs@scholastic.com](mailto:securitycs@scholastic.com).**

#### **“Linked-To” Web Sites**

The Site may contain links, banners or widgets that lead to other third party Web sites. We are not responsible for these other sites, and so their posted privacy policies (not this Policy) will govern the collection and use of your Personal Information on them. We encourage you to read the privacy policies of each Web site visited after leaving the Site to learn about how your Personal Information is treated by others.

#### **Changes to this Privacy Policy**

We may change this Policy from time to time. When we do, we will let you know by posting the changed Policy on this page with a new “Last Updated” date. In some cases (for example, if we significantly expand our use or sharing of your Personal Information), we may also tell you about changes by additional means, such as by sending an e-mail to the e-mail address we have on file for you. In some cases, we may request your consent to the changes.

#### **Dispute Resolution**

Any questions, concerns, or complaints concerning the collection and use of Personal Information by Scholastic should be directed to the Office of the General Counsel at the address given below. Scholastic will conduct a reasonable investigation of and will attempt to resolve any complaints in accordance with the principles contained in this Privacy Policy. For complaints by residents of Europe that cannot be resolved between Scholastic and the complainant, Scholastic agrees to participate in the dispute resolution procedures of the panel established by the European Data Protection Authorities to resolve disputes pursuant to the Safe Harbor Principles.

#### **Contact Us**

If you have any questions, comments or complaints regarding our privacy practices, to access, update or correct inaccuracies in your personal information, or for more information on the manner in which we or our service providers treat your personal information, you may contact us at:

Scholastic Inc.  
Office of the General Counsel

557 Broadway  
New York, NY, 10012  
U.S.A.  
Email: [privacy-slz@scholastic.com](mailto:privacy-slz@scholastic.com)  
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**Effective Date: July 15, 2012**  
**Updated On: October 16, 2014**