

Privacy Policy

Effective January 4, 2016

This privacy policy (hereafter “Privacy Policy”) applies to the following Curriculum Technology, LLC websites and any and all associated web and/or mobile applications, such websites include but are not limited to the URL’s *knowwhatyoutaught.com*, *curriculummapper.com*, *clihome.com* and *curriculuminstitute.com*. or “Site.” The Terms of Service or “Terms” can found at the following link: <https://knowwhatyoutaught.com/terms-of-service>. All capitalized terms not defined in this Privacy Policy will have the meanings assigned to them in the Terms, and the terms and conditions set forth in this Privacy Policy constitute additional Terms.

1. General

We respect Your privacy and We are committed to protecting personally identifiable information that may be accessed or submitted through the Site. We have adopted this Privacy Policy to explain what information may be collected on our Site, how We may use this information, and under what circumstances We may disclose the information to third parties.

This Privacy Policy applies only to information We collect through the Site, and does not apply to our collection of information from any other sources. We keep this Privacy Policy posted on the Site and you should review it frequently, as it may change from time to time. Any changes will be effective immediately upon the posting of the revised Privacy Policy on the Site.

WHEN YOU ACCESS OUR SITE AND/OR USE THE SERVICES AVAILABLE VIA THE SITE YOU AGREE TO THIS PRIVACY POLICY AS PART OF THE AGREEMENT. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, IMMEDIATELY STOP ACCESSING OUR SITE.

2. Information We May Collect

Our Site typically collects two kinds of information about You: (a) information that You voluntarily provide which may personally identify You; and (b) general information relating to Your use of the Site that does not personally identify You and that We automatically collect when You visit our Site.

- A. Personally Identifiable Information: For the purposes of this Privacy Policy, Our definition of personally identifiable information includes any information that may be used to specifically identify or contact you, such as your name, address, e-mail address, phone number, etc. (hereafter “PII”). As a general policy, We may not require users to provide Us with any PII in order to use certain portions of the Site; However, certain information may required of You if You wish to take certain actions which may be allowed by the Site, including registering as a user, submitting payments, and other actions, and portions of the information so submitted may be PII.
- B. Non-Personal Information: Our definition of non-personal information includes any information that does not personally identify You (“Non-PII”). Non-personal information can include certain personally identifiable information that has been de-identified; that is, information that has been rendered anonymous. We may obtain non-personal information about you from information that You may provide to us (e.g. by submitting a contact request, etc.), either separately or together with your PII. We also automatically collect certain Non-PII from you when you access our Site. This information can include, among other things, IP addresses, the type of browser you are using (e.g., Internet Explorer, Firefox, Safari, etc.), the third party website from which your visit

originated, the operating system you are using (e.g., Vista, Windows XP, Macintosh OS, etc.), the domain name of your Internet service provider (e.g., America Online, NetZero, etc.), the specific areas of the Site that you visit, the duration of your visit, and other general information.

- C. Student Education Records and Information: The Site (and all services and software available via the Site) is not intended to collect or retain confidential student education records and/or PII of students. If You incorporate any such information into the Site (or into any of Our services and products) You do so at Your own risk. If We discover that the Site (and/or Our products or services) contain any confidential student education records or PII, We will delete that information immediately. If You believe that We have gained access to any such information, please notify us immediately.

3. How We May Collect and/or Use Information

- A. Personally Identifiable Information: As noted above, You may be able to access or use certain areas of the Site without submitting any PII. However, if You do provide Us with PII (e.g. by submitting a contact request, or registering on the Site) You agree that We may also use this information to later contact you for a variety of reasons, such as customer service, providing you promotional information about our products and services or those of our other affiliated companies, or to communicate service notices to you about the Site.

Information that You voluntarily post in any comment or feedback feature maintained on the Site is not PII and is not covered by this Privacy Policy. Content (as defined in the Terms) that You voluntarily post on or through any feature of the Site is not PII and is not covered by this privacy Policy.

In certain instances We may share your PII with third party service partners which are under contract with Us and which perform Site-related functions on our behalf, e.g., vendors that provide Us with credit card processing services, assist us with customer service, etc.

Except as provided in this Privacy Policy, your personally identifiable information will not be shared or sold to any third parties without your prior approval.

- B. Non-Personal Information: We use Non-PII in a variety of ways, including to help analyze site traffic, understand customer needs and trends, carry out targeted promotional activities, and to improve our services. We may use your Non-PII by itself or aggregate it with information We have obtained from others. We may share your non-personal information with our affiliated companies and third parties to achieve these objectives and others, but remember that aggregate information is anonymous information that does not personally identify You.
- C. IP Addresses: We may collect IP addresses for purposes of system administration, to report non-personal aggregate information to others, and to track the use of our Site. IP addresses are considered non-personal information and may also be shared as provided above. We reserve the right to use IP addresses and any personally identifiable information to identify a visitor when We feel it is necessary to enforce compliance with our Terms of Service or to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our Site, or other users; or (d) in an emergency to protect the health and safety of our Site' users or the general public.
- D. Cookies: We may, from time to time, use cookies (small text files placed on your computer or device, which helps our Web site function better and that do not contain PII) in connection with our Site; and We may analyze the information derived from these cookies for the same purposes as set forth in Section 2.C of this Privacy Policy. You may be able to limit the use of cookies on your computer or mobile device in general by modifying the settings of your web browser (e.g.

Internet Explorer, Chrome, etc.). Please note, however, that some parts of our Site may not function properly or be available to you if you refuse to accept a cookie or choose to disable the acceptance of cookies.

We may use the following types of cookies on the Site:

- “Necessary” cookies, which have to be set to allow Us to deliver to You specific Site services that you request from us (e.g. services where registration is required, payment processing services).
- “Analytics” cookies (e.g. Google analytics cookies), which help us to determine the popularity and usage patterns of our web pages by collecting information about how visitors use our Site. Performance or analytics cookies cannot be used to identify you personally.
- “Convenience” cookies, which allow our Site to remember your choices or preferences, such as information on online forms or previous orders. These cookies allow Us to offer you a personalized experience while using the Site.

You can change your Internet browser’s preferences (whether PC or mobile device) to disable or delete cookies, although that may affect certain functions on this site. To learn how to manage your cookies, please follow the instructions from your specific browser.

- E. Flash Cookies: We may use Flash cookies to store Your preferences (e.g. volume control) or to display content based upon what You view on our site to personalize Your visit. Flash cookies are different from browser cookies because of the type and manner in which data is stored. Cookie management tools provided by your browser will not remove Flash cookies.
- F. Email Communications: If You send Us an email with questions or comments, We may use Your PII to respond to Your questions or comments, and We may save your questions or comments for future reference. For security reasons, We do not recommend that You send non-public personal information, such as passwords, social security numbers, or bank account information, to us by email. However, aside from Our reply to such an email, we will not send You email unless: (1) you request a particular service or sign up for a feature that involves email communications, (2) We are sending you information about our Services, and/or (3) You consented to being contacted by email for a particular purpose.
- G. Transfer of Assets: As We continue to develop our business, We may sell or purchase assets. If another entity acquires us or all (or substantially all) of our assets, the PII and Non-PII We have about You will be transferred to and used by this acquiring entity. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of Ours and as such may be sold or transferred to third parties.
- H. Children, Parental Consent, and Privacy: The Site are not directed toward children under age 13. We do not knowingly collect information from anyone under age 13. If We find out that We have collected information from a child under age 13, We will delete that information immediately.
- I. Social Media Links: The Site may integrate with social media services (e.g. Facebook) using features or tools which let you voluntarily share Your activities or opinions related to the Services on such social media services. These features and/or tools may enable the sharing of information with the public, depending on the settings you establish with the social media service provider. These features/tools may collect your IP address and a record of the page(s) You visit, and may also attempt to install a cookie (see 3.D, above) or similar file.

- J. Advertising: We may use or allow third-party companies to generate advertisements on the Site. Such companies may use cookies (see section 3.D) or similar technologies to tailor the advertisements you see on the Site and to track your response (if any) to their advertisement. The cookies do not contain or generate any PII.
- K. Do Not Track: The Site itself may not respond to web browser-based “do not track” signals.
- L. Other: Notwithstanding anything herein to the contrary, We reserve the right to disclose any PII or Non-PII about You if We are required to do so by law, with respect to copyright or other intellectual property infringement claims, or if We believe that such action is necessary to: (1) fulfill a government request; (2) conform with the requirements of the law or legal process; (3) protect or defend our legal rights or property, our Site, or other users; or (4) in an emergency to protect the health and safety of our Site's users or the general public.

4. Your Rights and Choices

- A. Marketing Communications: If you do not wish to receive marketing-oriented email communications from Us You may express your choice where indicated on the applicable email or other communication, or via email to the contact information provided below in this Privacy Policy.
- B. Other Collection, Use, and Disclosure: You may be able to opt-out of certain portions of our collection, use, and disclosure of your Personal Information in other situations subject to applicable contractual, legal or technical restrictions and reasonable notice. Note that if You opt-out of certain uses of your Personal Information, We may no longer be able to provide certain products or services. For more information on your ability to opt-out, please contact us at the contact information provided below in this Privacy Policy.

5. Information Security

We have implemented security measures that We consider to be reasonable and appropriate to protect against the loss, misuse and/or alteration of the information under Our control. Please be advised, however, that We cannot guarantee or warrant the security of any information you disclose or transmit to Us and/or to the Site online, and We are not responsible for the theft, destruction, or inadvertent disclosure of your PII or Non PII in any circumstances.

6. Third Party Sites

We are not responsible for the privacy practices and/or security practices employed by any third party website or service, including but not limited to any such sites or services that may be linked to or referred to in any way on the Site.

7. Contact Information

You may contact Us as provided below if: (a) You have questions or comments about our Privacy Policy; (b) You wish to make corrections to any PII you have provided; (c) You have voluntarily submitted your contact information to Us, and You want to opt-out from receiving future correspondence, including emails, from Us or our affiliated companies, and/or (d) You wish to contact Us in connection with any provision set forth in this Privacy Policy or the Terms;

Info@KnowWhatYouTaught.com

We will respond to Your request and, if applicable and appropriate, make the requested changes as soon as reasonably practicable. Please note that We may not be able to fulfill certain requests while allowing you access to certain benefits, features and services offered on or through our Site.