

Classcraft Studios Inc.

Privacy Policy

Classcraft Studios Inc. (“Classcraft”) takes the privacy of its students and teachers seriously. Classcraft is committed to protecting users’ privacy while providing a personalized and valuable learning experience.

Classcraft has developed this Privacy Policy to let users know in general terms about Classcraft’s personal information management practices, including what personal information is collected and how it is processed and used. If users have any questions about our Privacy Policy they may contact Classcraft at wecare@classcraft.com.

The School Environment

As Classcraft is designed to be played in groups, much of the information collected about the teachers and students is intended to be shared. Classcraft stores the following information that the teacher and students may choose to share with their class, colleagues or school administration:

- Student or teacher’s name;
- Student or teacher’s email address;
- Student or teacher’s game activities;
- School and class information;
- Postings in forums;
- Homework assignments; and
- Messages.

It is understood that the teacher is both the game master and the teacher and that all game related or class related information or communications are not private within the classroom and school environment (“School Environment”). The sharing of the above information is therefore also subject to the privacy policies of the relevant educational institutions. If users have any questions about the sharing of this information Classcraft would recommend that users contact the relevant educational institutions.

Classcraft has taken all precautions to make sure that this data will not be shared outside the School Environment except as outlined in this Privacy Policy.

Collected Information

1. Personal Information

Classcraft collects personal information through the following procedures:

- Registration information;
- Billing information;
- Game set-up data;

- Game play data; and
- Learning Management System data.

The information collected may include:

- Name;
- Home, shipping and billing address;
- Telephone numbers;
- Email address;
- IP address, browser and device information;
- School and class information;
- Purchase and payment details;
- Game play data;
- Postings in forums;
- Assignments; and
- Messaging between students and between students and teachers.

2. Cookies

Classcraft does not use cookies.

What Classcraft Does with the Collected Information?

Collected information is used for the following purposes:

- To allow the teacher to manage and play the game;
- To allow classmates to play the game;
- To enable class related activities such as assignments, forums and communications; and
- For billing purposes.

Classcraft does not share personally identifiable information outside the Classroom Environment, except for those purposes stated above, without first obtaining the express written consent of the individual.

Collected information in aggregate form, whereby individual users are not identifiable, is used for the following purposes:

- For statistical purposes;
- For research;
- For strategic development and business management; and
- For marketing purposes.

If users provide Classcraft with information about another person, such users are responsible for obtaining that person's consent to the collection, use and disclosure of that person's personal information in accordance with this privacy policy and specifically for the purpose for which such users have provided it to us.

Security Policy

Classcraft uses state of the art industry standard methods to protect its customer's data against unauthorized use or access, alteration, unlawful or accidental destruction or loss. It should however be noted that 100% guaranty cannot be made due to constant advances in virus and hacking technology. Classcraft can therefore not be held responsible for data loss or alteration.

Links

Classcraft websites may contain links to other websites. Classcraft tries to only link to websites that share Classcraft's high standards of decency, fairness and integrity. Classcraft tries to make sure that these links are safe for everyone, but the privacy and data collection practices on any linked websites are entirely separate from Classcraft and are not covered by this Privacy Policy. Other websites, which may contain material not suitable for children, may also link to Classcraft websites without Classcraft's knowledge or consent. Classcraft does not necessarily endorse any outside websites and Classcraft has no responsibility for the content, policies or actions of these websites.

Changes and Updates to the Privacy Policy

This Privacy Policy is effective as of January 31, 2014 and is version 1.0. Classcraft may, at its sole discretion, update, revise, modify and supplement from time to time this Privacy Policy. At least two weeks before the date that changes to the Privacy Policy are to take effect, Classcraft will send users an updated version thereof via email. Classcraft's updated Privacy Policy will also be posted on Classcraft's website. Classcraft asks users to review the updated Privacy Policy as soon as possible after the amendments have been made. If users do not accept the updated Privacy Policy users can cancel their subscriptions in accordance with the Teacher License Agreement and/or Student Terms of Use. Users continued use of the services provided by Classcraft after the updated Privacy Policy takes effect will constitute users' acceptance of the updated Privacy Policy.

Changes and Access to Personal Information

Users have access to their personal information via their user profile from within the Classcraft game.

Users may also request a copy of their personal information in writing by sending a written request to wecare@classcraft.com. The following information has to be provided:

- First and last name;
- Email;
- Phone Number; and
- Class name and school.

The user will then be contacted by a member of the Classcraft team for verification purposes.

Users can also correct and update their personal information using the same procedures described above.

Consent to the Gathering and Processing of Information

By accepting the Teacher License Agreement and/or Student Terms of Use users are expressly giving Classcraft a special declaration that users have decided by their own free will to grant Classcraft specific authorization to collect, process and use the personal information stipulated in this Privacy Policy and to use such information in accordance with what is stipulated in this Privacy Policy. Users are further declaring that users are aware of the purpose for Classcraft collecting, processing and using such information, how the processing will be conducted, how users' privacy will be protected and that users are authorized to withdraw their consent.

Contact

Classcraft's service to its users and users' trust is of utmost importance to Classcraft. If users have any questions about this Privacy Policy, users should contact Classcraft at:

Email: wecare@Classcraft.com