

## **Publisher Privacy Notices**

*Midwestern State University*

*Courseware Access and Affordability Program*

The privacy notices in this document contain the terms under which a publisher collects and uses student data obtained through a student's use of the course material included in the Courseware Access and Affordability Program at MSU Texas.

### PARTICIPATING PUBLISHERS

Cengage (page 2)

Jones & Bartlett Learning (page 10)

Lumen (page 20)

Macmillan Learning (page 27)

McGraw-Hill (page 53)

Pearson Education, Inc. (page 60)

## Cengage Privacy Notice

This Privacy Notice is effective as of November 1, 2020.

[Click here for previous versions.](#)

Cengage Learning, Inc. and its affiliates (collectively referred to as “Cengage”, “we”, “us”) are committed to protecting Personal Information. We have an internal Global Privacy Policy that protects all of the Personal Information we collect and helps ensure that Personal Information is handled properly.

This Privacy Notice explains our practices with regard to the “Personal Information” we collect from educational professionals (such as teachers, instructors, school administrators, authors, editors, and contributors), students at post-secondary schools, adult learners, website visitors and others with whom we interact. For information about how we protect the privacy of children and K-12 students, please read our [Privacy Statement regarding K-12 Students and Children’s Data](#).

This Privacy Notice explains how we collect, use and share your Personal Information and how you can exercise your privacy rights. We recommend that you read this Privacy Notice to be fully informed.

## Contents

1. Collection of Your Personal Information .....	2
2. Uses of Your Personal Information .....	3
3. Sharing Your Personal Information.....	3
4. Gale Directory Products .....	4
5. Cookies and Other Data Collection Technologies .....	4
6. Mobile Applications.....	5
7. Forums and Other Public Areas .....	5
8. Tell-A-Friend Functions .....	6
9. Your Choices and Rights.....	6
10. Retention of Data .....	7
11. International Transfers.....	7
12. Information Security .....	7
13. Privacy Policies of Third Parties .....	7
14. Job Applicants.....	8
15. Changes to this Privacy Notice.....	8
16. How to Contact Us .....	8

## 1. Collection of Your Personal Information

**Personal information** is any information that can be used to identify, locate or contact you. It also includes other information that may be associated with your Personal Information. The Personal Information that we may collect when you visit our websites or use our products generally falls into the following categories:

- **Contact Information** that allows us to communicate with you, such as your name, username, mailing address, telephone numbers, email address or other addresses that allow us to send you messages.
- **Identifiers** that allow us to recognize you or your devices, such as a school ID, the account number that we assign you, or your device and advertising identifiers.
- **Relationship Information** that helps us do business with you. For students, this may include your school affiliation, expected degree and graduation date, your courses of study, grades, learning style and how you engage with our products and content, and similar information that can help us tailor our content and offer you personalized instruction. For professionals, this may include your professional credentials and affiliations and the products and services that may interest you or your school. If you are an instructor, we may also collect information about the types of courses you teach, your teaching style and student engagement, and similar information that can help us tailor our content and improve your effectiveness in the classroom.
- **Transaction Information** about how you interact with Cengage Learning, including your purchase history, information about your use of our content (including time spent on material and results of in-product assessments), customer account information and information about how you use our websites and applications. If you purchase products from us online, we also collect payment card information as needed to process your payment.

In many cases, we collect Personal Information directly from you. We will ask you for Personal Information when you interact with us, such as when you register on our websites, signup to receive materials electronically or make a purchase. We may collect additional information about you from your school, such as information about the classes you are teaching, and from third party data suppliers who enhance our files and help us better understand our customers. We may also collect information from publicly-available social media sites, such as Twitter.

When you use our websites, products and applications, we collect Transaction Information about your session and your activity. In addition to any information that you submit during these sessions, we use cookies and other technological tools to automatically collect information about your computer and your use of our website and applications. We may collect or infer information about you, such as your engagement with our products and with others in your classes. We treat this information as Personal Information when it is associated with other data elements that allow us to identify you. For more information about cookies and other technologies, please see the section Cookies and Other Data Collection Technologies below.

We also collect Personal Information when you contact us, such as for customer service purposes. Additionally, we may obtain content that is captured and recorded when taking a course, such as video or audio recordings for use in language courses.

We also obtain Contact Information and Relationship Information about prospective customers from other members of the Cengage group and from other third party lead providers. We will respect your preferences and as described in this Privacy Notice.

## 2. Uses of Your Personal Information

We use your Personal Information for the following purposes:

- Providing you with the products, content or services selected by you or your institution and for related activities, such as customer service, account management, support and training, reporting and to provide other services related to your school's account,
- Ensuring the security and integrity of our websites, apps, products, services, systems, networks and facilities, including physical security, cybersecurity, fraud detection and prevention and intellectual property protection
- Providing you with marketing communications and offers for products and services from Cengage group companies and our partners, including personalized offers based on your usage of our products and to manage your communications preferences,
- Providing you with additional information that may be of interest, such as news and announcements, study tips for students or teacher guides for professionals,
- Administering surveys and other promotional events,
- Determining if you are eligible for certain products, services or offers, such as rebates or content guides offered to professionals and students for certain courses,
- Understanding how you use our products, content and services, including associating you with the different devices you may use to access our content, for analytics and product development purposes as well as to improve your user experience and to personalize offers that we make to you, and
- Managing our everyday business needs, such as payment processing and financial account management, contract management, website administration, business continuity and disaster recovery, security and fraud prevention, corporate governance, reporting and legal compliance.

## 3. Sharing Your Personal Information

**Cengage does not sell any student information or other Personal Information that we collect from website visitors or the users of our products.** We may disclose your Personal Information with the following categories of third parties as permitted by law:

- If you are affiliated with an educational institution, with your school and (if you are student) with your instructors. For example, we provide our institutional clients with reports about how their instructors and students use our products, including information that compares instructors and students within a school. If you are a student, your instructors will have access to the information generated by your use of the products for a class. We may also provide Personal Information to your school, as needed, to investigate possible academic fraud or cheating. Your school uses your Personal Information in accordance with its own privacy policies.
- With our affiliates, which may use your Personal Information for the purposes listed above.
- With our service providers, who are bound by law or contract to protect your Personal Information and only use your Personal Information in accordance with our instructions.

- With authorized partners that provide services to you through My Cengage, MindTap and similar platforms but only to the extent that you have authorized the sharing. For example, you may request that Cengage share information about the courses you've taken with partners to enable the partner to provide you with resume creation, skills assessment or other services. Additionally, we may share certain transactional information with our partners as needed to validate referrals and operate the platforms.
- With third parties based on your consent, such as if you enroll in a co-branded marketing program or if you explicitly accept our use of third-party advertising cookies.
- With other third parties, as permitted by law, such as when needed to affect the sale or transfer of business assets, to enforce our rights, including Terms of Use or Service, protect our property, or protect the rights, property or safety of others, or as needed support external auditing, compliance and corporate governance functions.
- To law enforcement agencies and courts in the United States and other countries where we operate, when required to do so by law, such as in response to a subpoena or court order.

Please note that we may also use and disclose information about you that is not personally identifiable. For example, we may publish reports that contain aggregated and statistical data. These reports do not contain any information that would enable the recipient to contact, locate or identify you.

#### **4. Gale Directory Products**

Gale, a Cengage Company, publishes business directories. These directories contain publicly-available business contact information about corporate executives, academics and professionals obtained from third party sources, such as company websites, publications, public records providers and other commercial sources. These directories do not contain any information collected from users of our products or websites.

These directories are used by students, researchers and other professionals to identify relevant corporate contacts, experts and sources. We respect the rights of professionals to opt-out of having their business contact information included in these directories. If you would like to remove your information from our professional directories, please [complete this form](#).

#### **5. Cookies and Other Data Collection Technologies**

When you visit our website or use our mobile applications, we collect information by automated means, using technologies such as cookies, pixel tags, browser analysis tools, server logs and web beacons. In many cases, the information we collect using cookies and other tools is only used in a non-identifiable way, without any reference to your Personal Information. For example, we use information we collect about all website users to optimize our websites and to understand website traffic patterns.

In some cases, we do associate the information collected using cookies and other technology with your Personal Information. This Privacy Notice governs how we use that information when we associate it with your Personal Information.

Please refer to our [Cookies Notice](#) for more information on our use of cookies and other data collection technologies, how you can manage cookies.



### ***Third Party Advertising Companies***

We have relationships with third party advertising companies to place advertisements on this website and other websites, and to perform tracking and reporting functions for this website and other websites. These third-party advertising companies may place cookies on your computer when you visit our website or other websites so that they can display targeted advertisements to you.

These third-party advertising companies do not collect Personal Information in this process, and we do not give any Personal Information to them as part of this process. However, this Privacy Notice does not cover the collection methods or use of the information collected by these companies. For more information about third party advertising, please visit the Network Advertising Initiative (NAI) at [www.networkadvertising.org](http://www.networkadvertising.org). To opt out of being targeted by many third party advertising companies by visiting [www.networkadvertising.org/consumer/opt\\_out.asp](http://www.networkadvertising.org/consumer/opt_out.asp) or <http://preferences.truste.com/truste/>.

### ***Social Media Interactions and Interest-based Ads***

Our websites may enable you to interact with us and others via social media platforms, such as Facebook, Twitter, Pinterest and Instagram. If you use these platforms, we may collect Personal Information about you and your friends, as permitted by the platform's privacy policies. For example, we may allow you to sign into Cengage websites and applications using Facebook Connect. If you choose to do this, we may collect information about you and your friends as needed to facilitate an interactive social experience.

We may display interest-based ads to you when you are using social media platforms. These platforms allow us to personalize the ads that we display to you. We do not share any of your Personal Information with these platforms, although we may convert your email address or other identifier into a unique number which can be matched by the platform with its user to allow delivery of the advertising. Although we do not provide any Personal Information to these platforms, they may gain insights about individuals who respond to the ads we serve.

### ***Browser Do Not Track Signals***

Our websites currently do not have a mechanism to recognize the various web browser Do Not Track signals, but we do offer our customers choices to manage their cookie preferences as described above. To learn more about browser tracking signals and Do Not Track please visit <http://www.allaboutdnt.org/>

## **6. Mobile Applications**

We offer mobile applications that allow you to access your account, interact with us online and receive other information via your smartphone. When you download our mobile applications, you may choose to allow us to obtain your precise location from your mobile device. We use this information to deliver personalized content to you for our internal analytics purposes. We may also offer automatic (or "push") notifications. We will provide push notifications only to those individuals who opt-in to receive such notifications from us. You do not have to provide location information to us or enable push notifications to use any of our mobile apps. If you have questions about location and notification privacy, please contact your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

## **7. Forums and Other Public Areas**

Our products may provide forums and other public areas where instructors and students can communicate. Prior to posting in these areas, please read our Terms of Service carefully. All the

information you post will be viewable to anyone with access to the area, and any Personal Information you include in your posting may be read, collected, and used by others. For example, if you post your mobile telephone number, you may receive unsolicited calls.

Please use caution when posting any Personal Information. Cengage is not responsible for the Personal Information or any other information you choose to submit in these forums. To request removal of your Personal Information from the forums, [Contact Us](#).

## 8. Tell-A-Friend Functions

We may offer “tell-a-friend” functionality on our websites. If you choose to use this function, we will collect contact information for your friend. We will automatically send your friend a one-time email with the information you specified or inviting him or her to visit the site. We use this information for the sole purpose of sending this one-time email and do not retain the information.

## 9. Your Choices and Rights

You have many choices about how we use your Personal Information.

- In most cases, you can choose what Personal Information to provide to us. You are not required by law to provide any Personal Information to Cengage. Our data collection forms indicate what Personal Information is required for the particular service.
- If you have an online account with Cengage, you can access and update your Personal Information at any time by logging into the platform. You can also update your communications preferences.
- If you would like to request that Cengage delete your Personal Information, please use our [automated deletion request](#) form.
- You can always opt-out of receiving marketing communications from us. Every commercial electronic message we send includes an opt-out link. You can also have your name removed from our email marketing lists any time by contacting our Customer Service department by email at: [cengagebrain.support@cengage.com](mailto:cengagebrain.support@cengage.com) or phone at +1 800.354.9706 (M -F, 8:00 am -6:00 pm ET).

Please note that even if you opt-out of commercial emails, we may still need to contact you with important information about your account. For example, even if you opt-out of marketing emails, we may still send you activity or billing confirmations.

We also respect your rights as required by law. Depending on where you reside, you (or your agents) may have an explicit right:

- To be informed about our collection, use and disclosure of your Personal Information
- To know if we maintain your Personal Information, and, if we do, to receive a copy (subject to the rights of others) and to us to update it if it is inaccurate or out of date.
- To object to our processing of your Personal Information, and, if we are processing your Personal Information based on your consent, to withdraw your consent at any time.
- To ask us to delete or restrict your Personal Information.
- To not receive discriminatory treatment for the exercise of your privacy rights.

Please read our [Additional Privacy Statements](#) or [Contact Us](#) to learn more and to exercise your rights. We will need to confirm your identity before we can fulfill most requests, as we need to be sure that your Personal Information is not disclosed to an unauthorized recipient.

Please understand that these rights are subject to some limitations, such as when we are processing or retaining data to comply with our own legal obligations.

#### **10. Retention of Data**

We will retain your Personal Information in accordance with our retention policies for as long as is reasonably needed to accomplish the purpose for which it was collected period that may be required or permitted by law, such as for business, legal, accounting, or reporting requirements. If you would like us to delete your Personal Information, please [Contact Us](#). If we do not have a legal basis for retaining your information, we will delete it as required by applicable law.

#### **11. International Transfers**

Your Personal Information may be transferred to, stored at or processed in the United States and other countries which may not have equivalent privacy or data protection laws. However, regardless of where your Personal Information is transferred, we will protect it in accordance with this Privacy Notice and applicable laws.

We generally use approved Standard Contractual Clauses to assure that Personal Information is adequately protected when it is transferred to countries without an adequate level of data protection, but we may also make transfers to recipients using other approved data transfer mechanisms. To learn more about our cross-border transfers of Personal Information, please [Contact Us](#).

#### **12. Information Security**

We use physical, technical, organizational and administrative safeguards to help protect your Personal Information against unauthorized or unlawful processing of Personal Information and against damage to, accidental loss or destruction of, your Personal Information. We also contractually require that our service providers protect our information from unauthorized access, use, and disclosure.

#### **13. Privacy Policies of Third Parties**

This Privacy Notice only addresses the use and disclosure of information by Cengage and its affiliates and does not apply to your use of a third party site. Other websites that may be accessible through this website have their own privacy policies and data collection, use and disclosure practices. We encourage you to familiarize yourself with the privacy statements provided by all third parties prior to providing them with information or taking advantage of an offer or promotion. For example, our MindTap product uses the YouTube API Services. MindTap uses these Services to allow instructors to add videos and the information collected and shared includes meta data that is used to describe the content of the videos delivered in the search results. Refer to the Google privacy policy for more information:

<https://www.google.com/policies/privacy>.

You may revoke access to your data via the Google security settings page at

<https://security.google.com/settings/security/permissions>.



#### **14. Job Applicants**

If you have applied for employment with Cengage, the Personal Information submitted with your job application will be used only for recruitment and other customary human resources purposes. Please visit our [Applicant Privacy Notice](#) for more information.

#### **15. Changes to this Privacy Notice**

From time to time, we may update this Privacy Notice to reflect new legal requirements or changes to the way we operate our business. We will place a notice online if we make significant changes to this the Privacy Notice. Additionally, if the changes will significantly affect the way we use or disclose previously-collected Personal Information, we will notify you about the change by sending a notice to the primary email address associated with your account.

#### **16. How to Contact Us**

Please contact the Cengage Privacy Office if you have any questions or comments about our privacy practices, this Privacy Notice, or if you wish to exercise your rights. We will also investigate and attempt to resolve complaints and disputes, as quickly as possible, and in any event, as required by law.

Mail: Cengage Learning, Inc.  
Privacy Office  
200 PIER 4 Blvd., Suite 400  
Boston MA 02210

Email: [privacy@cengage.com](mailto:privacy@cengage.com)

# Privacy Policy

This website is owned and operated by Jones and Bartlett Learning, LLC ("JBL", "we", "us" and "our"), with its principal place of business located at 25 Mall Road, Burlington, MA 01803, USA. "JBL", in addition to Jones & Bartlett Learning, includes the following brands: CDX Learning Systems; Emergency Care and Safety Institute (ECSI); Fisdap; Informed Publishing; Navigate, Public Safety Group; Recert; Tarascon Publishing; and Ugly's Electrical References, and this Policy also applies to your interactions with these JBL brands.

This privacy policy ("Privacy Policy") explains to visitors ("you" and "your") how we collect, use and disclose personal information concerning visitors to this website and users of our products and Services.

JBL is a US company and is operated from the US. Accordingly, your data may be transferred to and stored in the US.

CERTAIN JBL WEBSITES, PRODUCTS AND SERVICES, INCLUDING BUT NOT LIMITED TO PASSWORD PROTECTED SITES AND SERVICES, CONTAIN TERMS AND CONDITIONS WHICH CONTAIN PRIVACY STATEMENTS THAT ARE SPECIFIC TO THE PURPOSES OF THOSE WEBSITES, PRODUCTS AND SERVICES. SUCH PRIVACY STATEMENTS ARE IN ADDITION TO THIS PRIVACY POLICY AND SHALL PREVAIL IN THE EVENT OF ANY INCONSISTENCY BETWEEN SUCH PRIVACY STATEMENTS AND THIS PRIVACY POLICY.

If your use of our Services is in connection with a school, employer, institution or other organization (your "Institution") who is a customer of JBL, information about you may be shared with your Institution.

## **Our commitment to privacy**

JBL is committed to respecting your privacy. This Privacy Policy describes how we collect, use, share and protect information about you. When you interact with or use the products, services or websites of JBL ("Services"), you consent to such collection, use and sharing of your information as described in this Privacy Policy, our Terms of Use for our websites and the Terms and Conditions that accompany our products. Our privacy practices may vary among the states, countries and regions in which we operate in order to comply with applicable legal requirements.

## **Consent**

When you interact with or use our Services and when you enter any personal information into any of our other Services, you are consenting to the collection, use and transfer of your personal information as outlined in this Privacy Policy, our Terms of Use for our websites and the Terms and Conditions provided during account registration with JBL or any JBL product. If you are located outside the United States, your use of and entry of personal information into, any of the Services constitutes your consent to the transfer of your personal information into the United States. Although we do not require that you provide any sensitive personal information (such as ethnicity or race, religious beliefs or medical conditions), your provision of any such sensitive information in using our Services is your express consent to the collection, use and transfer of such information.

If you do not consent to the terms of this Privacy Policy, please do not continue to use our Services.

## Data Collection

JBL is dedicated to protecting the privacy of all personal information collected through this website and our Services. We collect your data for the purposes described below. Please note that, in certain circumstances, you may be required to provide the requested Personal Data by contract or law and your failure to provide such Personal Data may mean we are unable to provide you with our Services.

We may collect information from you (directly or through third party vendors we retain) or from a third party who is authorized by you or otherwise permitted by applicable law to share information with us (for example, your school or employer) in situations such as the following:

- **Website visit.** When you provide information during a login process, when you access certain portions of our website, when you ask us to provide more information, when you purchase online or in connection with any online employment applications. These actions typically require that you provide us with contact information (your name, address, phone numbers and email addresses).
- **Registration.** When you create an account on our Services, make a purchase, register or login to access or use functions or features. These actions typically require that you provide us with your contact information and, in states where it is required by regulation, your professional license or certification number.
- **Communications.** When you communicate with us.
- **Learning and Certification Activities.** When you use our Services, information about your grades and scores, instructor or other feedback and comment from or to your Institution, your personal learning behaviors and various metrics related to your learning of particular subject matters is recorded.
- **Surveys and Research.** If you participate in our research studies about our products or the industries and professions we support or our market research surveys or programs.
- **Forums.** If you participate in our forums, blogs, intranets, chat rooms, "wikis" or other similar features.
- **Subscriptions.** If you subscribe to one of our newsletters or request text alerts.
- **Social Media.** If you use or interact with our Services on social media and networking pages and applications, such as Facebook, Instagram, LinkedIn and others.

We also may collect information about you from other sources. We work closely with third parties (for example, business partners, service providers, sub-contractors, educational institutions, analytics providers, search information providers, fraud protection services) and may receive information about you from them. We may also collect and process information about you that your Institution or an organization (such as a professional, governmental, oversight or other organization) with which you are or previously were, affiliated provides to us. We may also collect and process information about you that we receive from other sources including organizations that are our customers (which might be your Institution, for example), organizations that provide our products or services by way of a co-branded or private-labeled platform, product, service, website or application and organizations that sponsor surveys or programs in connection with our Services. If you use our Services through a third party, please contact that third party first if you have any questions about the data they collect from you and share with us. If they do not address your concerns, please contact us.

To the extent permitted by applicable law, we may collect data in an automated manner and make automated decisions, including using machine learning algorithms, about users of our Services in order to provide or optimize the Services offered and/or delivered, for security or analytics purposes and for any other lawful purpose. Our Services may collect certain information by automated means when you access or use our Services. This information may include, but is not limited to, usage details, Internet Protocol ("IP") address, browser type, browser language, devices you use, access

times, the sites linked from, pages visited, applications downloaded or accessed, links and features used, content viewed or requested, information collected through cookies and other such information. We generally collect this information to improve our Services for our users, to learn about our users' interests and enhance the Services we provide, for security and analytics purposes and for other lawful purposes. To learn more, please see our "Cookies and Similar Technologies" section below.

Educational Records (FERPA) and Medical Records (HIPAA). In providing our Services, we are not directly covered by the U.S. Federal Educational Rights and Privacy Act ("FERPA") or the U.S. Health Insurance Portability and Accountability Act ("HIPAA"). However, to the extent we are required to do so by contract with an organization who provides your personal information to us or with whom we share your information and to the extent that such personal information provided to us is subject to FERPA or an equivalent law or regulation for your state or country of residence or HIPAA or an equivalent law or regulation for your state or country of residence, we will comply with such applicable law as required by such contract.

### **How We May Use Your Information**

We use your information to provide you, either directly or through a third party, with our Services. We also may use your information to support our business functions, such as fraud prevention, marketing, analytics and legal functions.

We may use your information:

- To fulfill your requests for Services and communicate with you about those requests.
- To set up your account and verify your identity when you register for our Services.
- To process your payments - but we do not retain your credit card data after a payment has been processed.
- To process your payments. Your credit card information is securely held by our third party vendor for the purpose of allowing us to only charge your credit card as items are sent and to make future purchases more efficient.
- To track and analyze and report on your progress, success, results, performance, registrations, incomplete attempts and results in connection with our Services. If your use of our Services is in connection with your Institution, we may share your data with your Institution, its instructors and staff and other parties associated with or required by your Institution.
- To report your status to regulatory or oversight bodies in any state in which such reporting is required.
- To perform research and analysis for our Services and to further develop and improve our Services or to perform research concerning the industries and professions we serve.
- To perform benchmarking analytics and general metrics about your performance or, after anonymizing, de-identifying or aggregating the data, your Institution's performance as compared to other schools and institutions and other JBL customers.
- To analyze technical data such as cookies, content viewed, IP address, device use, site volume and load.
- To verify compliance with license terms.
- To support and personalize our Services, websites, mobile services and advertising.
- To inform you of new products, services or promotions we may offer or to invite you to participate in surveys, contests or sweepstakes. If you give us information in connection

with survey, contest or similar promotion, you agree that we can use that information to manage those activities, even if you have otherwise opted out of marketing activities.

- For research, analysis, benchmarking or surveys.
- To engage you in our social media platforms.
- To protect the security and integrity of our Services, content and our business.
- To respond to reviews, comments or other feedback you provide us.
- To comply with applicable legal or regulatory requirements and our policies, protect against criminal activity, claims and other liabilities.
- For any other lawful purpose for which the information is provided.

We also may use, process, transfer and store any data about you in an anonymous, aggregated manner. We may combine personal information with other information, collected online and offline, including information from third party sources.

We may also use information in other ways with your consent or as permitted by applicable law.

### Information Sharing

To the extent permitted by applicable law, we may share information about you, including your personal information, as set forth below or as otherwise described in this Privacy Policy or the terms and conditions for use of the Services:

- **Affiliates, Agents and Partners.** We may share information with our parent corporations and affiliates (or any business partner or agent acting on our behalf) worldwide as necessary to provide you with the Services, each such parent corporation, affiliate, business partner and agent will be under the same obligations as is JBL to protect the confidentiality of your information and protect your privacy.
- **Analytics and Reporting.** We may share your information to (i) analyze and provide certain information about your learning and academic performance to you, your Institution, including other parties associated with and required by your Institution and your instructor(s) or supervisor(s) from your Institution; (ii) generate reports and analytics for use by you, your Institution, other parties associated with and required by your Institution and your instructor(s) regarding the learning and academic performance of an entire class or cohort at your Institution and (iii) generate reports and analytics to be used by researchers or third parties in the industries or fields that we support to better understand changes and trends in such industries or fields.
- **Service providers.** We may share information with agents, contractors, service providers, vendors, business partners and other third parties we use to support our business and Services. We may share information to provide technical support to you and your Institution, its instructor(s) or staff. Some examples of third parties we work with are shippers, payment servicers, information processors, financial institutions, data centers, educational institutions you attend, other organizations you are affiliated with or their support service providers. Such third-party providers may perform technical operations such as database monitoring, data storage and hosting services and customer support software tools. Such third parties may access, process or store personal data in the course of providing these services.
- **Your Institution and other Organizations.** We may share information about your use of our Services with your Institution and its faculty or staff and other parties associated with or required by your Institution. We also may share information with governmental agencies, regulators, oversight organizations, professional organizations or accreditation organizations and industry self-regulatory organizations.
- **Fraud Prevention.** We may share your information to confirm your identity to ensure only authorized users are accessing our Services and for general security.



- **Advertising and Marketing.** To the extent permitted by applicable law, we may share information with third parties for marketing, advertising, promotions, contests or other similar purposes. If required by applicable law, we will share such data for advertising and marketing purposes only in an aggregate, anonymous and de-identified manner.
- **Mergers, Acquisitions, Divestitures.** We may share, disclose or transfer information about you to a buyer, investor, new affiliate or other successor in the event JBL, its parent companies or affiliates or any portion, group or business unit thereof, undergoes a business transition, such as a merger, acquisition, consolidation, reorganization, divestiture, liquidation or dissolution (including bankruptcy) or a sale or other transfer of all or a portion of any assets or during steps in contemplation of such activities (e.g., negotiations and due diligence).
- **Law Enforcement and National Security.** We may share information to comply with any law or directive, judicial or administrative order, legal process or investigation, warrant, subpoena, government request, regulatory request, law enforcement or national security investigation or as otherwise required or authorized by law.
- **Protection of Rights, Property or Safety:** We may also share information if, in our sole discretion, we believe disclosure is necessary or appropriate to protect the rights, property or safety of any person or if we suspect fraud, illegal activity, abuse or testing misconduct has taken place.

We also may share information to fulfill any other purpose for which you have provided information to us; for any other purpose disclosed by us or the third party with whom you are interacting when you provide the information; to enforce our rights arising from any contracts; for billing and collection; or as otherwise permitted under applicable law.

We do not sell, rent, lease or otherwise provide personal information to others for monetary or other valuable consideration.

## Data Security

Security of your personal information is of the utmost importance to us. We use administrative, technical and physical safeguards to protect the security of your personal information from unauthorized disclosure. We take reasonable security measures to secure your personal information against unauthorized access, loss, use, disclosure or alteration by third parties and unauthorized employees. We use Secure Sockets Layer (SSL) encryption, the industry standard for secure online transmissions.

Despite our efforts, we cannot guarantee the security of your personal information during its transmission or its storage in our systems. No method of transmitting or storing electronic information is ever completely secure. We make no warranty, express, implied or otherwise, that your information will never be accessed, used or released in a manner that is inconsistent with this Privacy Policy. We are not responsible for any damages or liabilities relating to any security incidents and we disclaim all representations and warranties regarding such matters to the fullest extent permitted by law. Where required under law, we will notify you of any loss, misuse or alteration of personal information that may affect you so that you can take the appropriate actions for the due protection of your rights. We review our security procedures periodically to consider appropriate new technology and updated methods.

If information is transmitted to us using a means that is outside our systems or if you transmit information to a third party, we cannot guarantee the security of information during transmission. Any such unsecured transmission is at your own risk. We recommend that you use appropriate security measures to protect your information.

## Correction of Your Personal Information

Accuracy is a top priority for us. We will attempt to answer all requests that we correct your data if it is inaccurate or delete it as long as we are not required to retain it by law or for legitimate business purposes.

You can ensure that any contact data is up-to-date and can correct, update or delete inaccuracies to that information by either logging into your account to review and maintain your information or by contacting customer service. In certain situations, you may need assistance from customer service in making a change. For example, if you received a completion record and then realized that your name was misspelled, we may need to take certain steps to verify your identity before making the change, ensure that your name change is linked to all of your records and, in some states or countries, that the oversight agency receives the correction. We will respond to your request to make changes to your records as soon as reasonably possible.

We will attempt to answer all requests that we correct your data if it is inaccurate or, where required by law, to delete it. Please note that we are not able to delete your data if we are required to retain it by law, contract or for other legitimate business purposes.

In addition, to protect your privacy, we may require you to prove your identity before granting access to or agreeing to update, correct or delete your personal information.

Not all information about you can be changed or deleted. For example, we may have records about how much time you spent working in a training module. Although this information is linked to you, it may not be changed and, in certain instances, it may be subject to government or regulatory oversight. Similarly, learning data, completion status and other data kept in JBL systems may not be changed by you, although you should contact us if you believe such data is not accurate. As in the example above, there are other instances where your information may not be changed or deleted. This can be because the data is not, in fact, inaccurate, laws or regulations require that the data be maintained by us for a prescribed period of time, our contractual obligations to your Institution or to oversight bodies in your profession or industry require that we continue to maintain the data or for other applicable legal bases or legitimated business purposes.

## Cookies and other Tracking Devices

When you visit our websites, you are offered an opportunity to accept our placement of cookie. This section provides more information about our use of cookies and our policies.

We may use cookies and similar technologies to operate and improve our Services, as well as to simplify our interaction with you. A "cookie" is a unique numeric code that we transfer to your computer so that we can keep track of your interests and/or preferences and recognize you as a return visitor to the websites. We may use cookies, log files, pixel tags, web bugs, web beacons, clear GIFs, Local Storage Objects (LSOs) such as HTML5 and Flash or other similar technologies to collect information about the ways you interact with and use our Services, to support and enhance features and functionality, to monitor performance, to personalize content and experiences, for marketing and analytics and for other lawful purposes. We may also engage third party service providers to provide advertisements and promotions on our behalf or authorize third parties to advertise and market products and services via our Services.

We may use the following types of cookies and similar technologies:

- **Strictly necessary cookies** required for the operation of our Services. They include, for example, cookies that enable you to log into secure areas.

- **Analytical/performance cookies** that collect information about how you use our Services. They allow us to recognize and count the number of visitors and to see how visitors move around our website. This helps us to improve the way our website works. These cookies are sometimes placed by third party providers of web traffic analysis services.
- **Functionality cookies** that remember choices you make and recognize you when you return. This enables us to personalize our content, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies** that collect information about your browsing habits such as the pages you have visited and the links you have followed. We use this information to make our website more relevant to your interests and, if we enable advertising, to make advertising more relevant to you, as well as to limit the number of times you see an ad. These cookies are usually placed by third-party advertising networks. They remember the other websites that you visit and this information is shared with third-party organizations, for example advertisers.

Most internet browsers accept cookies by default. You can block cookies by activating the setting on your browser that allows you to reject all or some cookies. The help and support area on your internet browser should have instructions on how to block or delete cookies. Some web browsers (including some mobile web browsers) provide settings that allow you to control or reject cookies or to alert you to when a cookie is placed on your computer, tablet or mobile device. Although you are not required to accept cookies, if you block or reject them, you may not have access to all of the features available through our Services, such as tests, trainings or other activities.

For more information, visit the help page for your web browser or see <http://www.allaboutcookies.org> or visit <http://www.youronlinechoices.com> which has further information about behavioral advertising and online privacy.

We may use third party analytics such as Google Analytics or similar analytics services. For information on how Google processes and collects your information regarding Google Analytics and how you can opt-out, please see <https://tools.google.com/dlpage/gaoptout>.

We may use third-party advertisers to serve or track advertisements on or relating to the Services. These third parties may use cookies and other tracking and analytical technologies to, among other things, record which ads your browser has loaded and which pages you were viewing when ads were delivered or accessed. Information so collected is subject to the privacy policies of those third parties which you should carefully review. We have limited or no control over third party use of cookies.

Cross Device Tracking. When you use your mobile device to interact with us or our Services, we may receive information about your mobile device, including a unique identifier for your device. We and our service providers and third parties we collaborate with, including ad networks, may use cross-device/cross-context tracking. For example, you might use multiple browsers on a single device or use various devices (such as desktops, smartphones and tablets), which can result in your having multiple accounts or profiles across these various contexts and devices. Cross-device/cross-context technology may be used to connect these various accounts or profiles and the corresponding data from the different contexts and devices.

We do not acknowledge browser "do-not-track" indicators.

## Links

Our Sites or Services may contain links or other connections to other third-party websites, platforms, products, services or applications that are independent of our Services. The information collection practices and privacy policies of these third parties may differ from ours. JBL provides links to you only as a convenience and the inclusion of any link does not imply affiliation, endorsement or adoption by JBL of any site or any information contained therein.

When you leave our Sites, these Terms will no longer govern your Internet browser session. Your use of any site to which you navigate from our Sites will be subject to that site's terms of use, if any and its privacy and data gathering policies. It shall be your sole responsibility to review the applicable terms and policies, including privacy and data gathering practices, of any site to which you navigate from the Sites. **We recommend that you carefully read their policies.**

## Data Retention

To the extent permitted by applicable law, we may retain your information for as long as your account is active, for at least twenty-four (24) months thereafter or as long as is reasonably necessary to provide you with our Services or as needed for other lawful purposes. We may retain cached or archived copies of your information. We may be required to retain some of your data for a longer period of time because of various laws and regulations or because of contractual obligations. We also will retain your information as long as reasonably necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

## Telephone Consumer Protection Act Notice

We may use your information to make business, informational and collections calls relating to our Services to all telephone numbers, including cellular numbers or mobile devices, you choose to provide on your account or in registering for any of our Services. You agree such calls may be pre-recorded messages or placed with an automatic telephone dialing system. In addition, you agree that we may send service or account related text messages to cellular phone numbers you provide to us and you agree to accept and pay all carrier message and data rates that apply to such text messages. If you choose to provide an email or other electronic address on your account, you acknowledge and consent to receive business and informational messages relating to our Services at such address, including collections messages and you represent and warrant that such address is your private address and is not accessible or viewable by any other person.

## Children

We recognize the importance of protecting the privacy and safety of children. Our Services are not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you are under 13, do not use the Services and do not send any information about yourself to us. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us as set forth below.

## California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit our [Privacy Notice for California Residents](#). The Notice supplements and is incorporated in this Policy.

The California Consumer Privacy Act ("CCPA") provides consumers with certain rights, including the right to access your "personal information" (a term defined by the law) we may have about you and to know how we use and disclose this data, the right to have your data deleted under certain conditions and the right not to be discriminated against for having exercised your other rights. One of the main objectives of CCPA is to give consumers control over the sale of their data. JBL does not sell, rent, lease or otherwise provide personal information to others for monetary or other valuable consideration. Your rights and other CCPA concepts are more fully described in our [Privacy Notice for California Residents](#).

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Websites who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To obtain this information, please email us at [compliance@jblearning.com](mailto:compliance@jblearning.com) with "**Request for California Privacy Information**" in the subject line of your message. Please include sufficient information so that we can process your request, including name, mailing address and email address if you want to receive a response by email. We reserve the right to confirm your identity before processing any requests.

If you are a California resident under age 18 and are a registered user of any of our Services, then you may request that we remove any content or information that you posted on our Websites, online services, online applications or mobile applications ("User Content"). To request removal of your User Content, please send a detailed description of the specific User Content you want us to remove to the email or regular mail address set forth above. We reserve the right to request that you provide information that will enable us to confirm that the User Content that you want removed was posted by you.

We will make a good faith effort to delete or remove your User Content from public view as soon as reasonably practicable. Please note, however, that your request that we delete your User Content does not ensure complete or comprehensive removal of your User Content. Your User Content may remain on backup media, cached or otherwise retained by us for administrative or legal purposes or your User Content may remain publicly available if you or someone else has forwarded or re-posted your User Content on another website, online service, online application or mobile application prior to its deletion. We may also be required by law or other legal obligation to not remove (or allow removal) of your User Content.

## Canada

If you are in Canada, Jones & Bartlett Learning and you confirm that it is their wish that this document and all other related documents be drawn up in English. Jones & Bartlett et vous reconnaissent avoir exigé la rédaction en anglais du présent document ainsi que tous les documents qui s'y rattachent.

## Class Action Waiver



YOU AND WE AGREE THAT EACH MAY BRING CLAIMS AGAINST THE OTHER ONLY IN YOUR OR OUR INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING.

### **Job Applicants**

Job Applicants: In connection with a job application or inquiry, you may provide us with data about yourself, including your educational background or résumé and other information, including your ethnicity where required or permitted by law. We may share this information with our parent corporations and their affiliates for the purpose of employment consideration. We may keep the information for future consideration unless you direct us not to do so.

### **Revisions to this Privacy Policy**

We may update this Privacy Policy at any time in our sole discretion by posting a revised version on this page or on our Services or with any notice to you if required under applicable law. You can see when the Privacy Policy has changed from the date of the latest revision below. Your continued use of our Services after any such modification constitutes acceptance to any such modified Privacy Policy. Please review this Privacy Policy frequently for updates.

### **Feedback**

You may contact us with any questions, concerns or inquiries about this Privacy Policy or data about you that we maintain. Please contact us by email at [compliance@jblearning.com](mailto:compliance@jblearning.com). All feedback will be evaluated and a reply will be sent as soon as appropriate. In some instances, we may cease providing Services to you if, in our sole discretion, we deem it necessary to satisfy your request or if required under applicable law.

JBL Privacy Policy (Rev August 24, 2020)

**Política de privacidad en español:** [https://www.jblearning.com/privacy\\_es](https://www.jblearning.com/privacy_es)

# Privacy Policy

*last updated 11/19/2019*

We're thrilled that you're interested in Lumen. Our mission is to enable unprecedented learning for all students. We use information, including information about you, to deliver on our mission and continually improve our services. We know you care about how we use information about you, and we care too. We value the trust you place in us when you use our services, and we're committed to transparent, responsible, and ethical practices. Please [let us know](#) if you have any questions or concerns.

This policy clarifies what we do and don't do with your data.

## Information we collect

### Information you provide

When you create an account to use one of our services or fill out a form on our website, you voluntarily provide information that we store. This often includes things like your name, email address, phone number, and the institution you attend or teach for.

You may also use our platform to post educational content that includes tests, images, videos, interactive activities, and other media.

### Information generated by our services

When you visit the Lumen website or our other services, certain information is generated and stored automatically. A few examples:

#### Cookies

Some of our services use "cookies" which are stored on your computer. Cookies are text files sent by your device each time you visit our website or one of the Lumen Platform services. Some cookies are erased when you close your browser, and other cookies remain until you or your browser clears them. The information stored in cookies varies and may include certain preferences you have set, so you don't have to set them again each time you visit. Cookie information may also be tied to accounts you have set up with us.

Cookies are used to collect information about how you interact with our website and allow us to remember you. We use this information in order to improve and customize your browsing experience and for analytics and metrics about our visitors both on this website and in other media. The information we collect helps us recognize repeat visitors and their preferences, analyze website traffic, and measure the effectiveness of our content and campaigns.

When visitors come to [lumenlearning.com](https://lumenlearning.com), Hubspot may place cookies in your browser to help us improve your experience using our website. [See this page](#) for more information about Hubspot's use of cookies.

Some Lumen Learning-published content includes advertising from third party vendors, including Google. These vendors use cookies to personalize content and ads, analyze traffic, and serve ads based on your browsing history. Google and its partners may use the DoubleClick cookie to serve ads based on your visits to this site and to other Internet sites. These cookies and related tracking technologies gather information from you and your device, such as your IP address, location, websites you visit, products you view and purchase, and other types of behaviors and preferences.

You may opt out of the use of DoubleClick cookie for interest-based advertising by visiting [Google Ad Settings](#). You may also opt out of third party vendors' use of cookies for interest-based advertising by visiting [aboutads.info](https://aboutads.info). You may learn more about how Google uses information from sites that use its ad-serving services in [Google's Privacy and Terms of Service Policy](#).

## Activity data

We store information about your activity when you use our services, so we can learn from how users are engaging with our services and make them better. We also use this information to troubleshoot issues.

When you post or update content, leave feedback, or reuse, remix, or revise your content or the content of others, we store information about that activity like the date, time, changes made, and other related data.

The information generated automatically by our services is often stored in log files and databases. These might also include things like your IP address, the address of the Lumen web pages you visited, the browser and operating system you were using, and other similar information.

Below are a few examples of the types of information our courseware generates automatically:

- Content views
- Practice question use: date taken, individual question answers and results
- Graded assignment and assessment use: date taken, individual question answers and grades
- Time spent on each question
- Enabling of automated messages
- Number of automated messages sent by the system
- Number of help messages sent by faculty to struggling students via the messaging tools

## **Information from connected services**

Lumen courseware such as our Online Homework Manager (OHM), Waymaker, and Candela are often used embedded in an institution's learning management system (LMS). This makes the experience more convenient since you don't have to remember a separate username and password or a different web address. In this circumstance our software and the learning management system have a secure connection to share information. The LMS shares information with our services, and our services share information with the LMS.

Information we receive from an LMS

We securely receive information, including the following from our connection to an LMS when our services are embedded:

- Name
- Email address
- The course you are teaching or enrolled in
- Learning Tools Interoperability (LTI) System Identifier

Information we share with an LMS

We securely send information, including the following through our connection to an LMS when our services are embedded:

- Assessment and assignment grades

## **Personally identifiable information (PII)**

We collect information that can be used on its own or with other information to identify, contact, or locate Lumen users (faculty or students). Depending on the service or transaction, this "Personally Identifiable Information" (PII) Lumen collects may contain the following:

1. First name, last name, and/or initials
2. Institution email address and/or personal email address (where provided as preferred contact address)
3. Education details, such as institution and course enrollment
4. Messages sent between faculty and students via the Lumen platform or LMS embedded (via LTI) Lumen tools.

## How we use and share the information we collect

We limit the use, collection, and disclosure of information including PII to that information needed to deliver the service. We do not collect, use, or disclose PII that is not reasonably related to providing Lumen services.

Information we collect falls into four broad categories of access:

1. Public
2. Lumen user community
3. Selective consent
4. Private

### Public information

For the most part, the educational content (text, images, video, interactive activities, etc.) uploaded into our services is openly licensed accessible by anyone. There are some exceptions. For example, we are selective about sharing summative assessment content to protect the academic integrity of the assessments (“Protected Educational Content”).

Some feedback and comments, and profile information may also be displayed on publicly accessible pages.

### Lumen user community information

The Lumen user community is made up of educators and students who have accounts in our services (“User Community”). Some feedback, comments, profile information, and Protected Educational Content are shared with other users in the User Community.



## Selective consent information

As part of our courseware, Lumen encourages students and instructors to complete a “Research Consent and Communications Preferences” form for the course they are completing or teaching. Students and instructors can each choose to opt into or out of the study.

Our research consent form also asks users to provide the following communication preference information:

1. Preferred name and email (if different to LMS provided details). While collected for consent purposes this identifying information is never shared.
2. Goals for the course (optional)
3. Any worries or concerns they have about the course (optional).

Should a user confirm that they are over 18, and consent to the research, the non identifying Waymaker activity data collected for their account will be used as part of a collaborative research study with Carnegie Mellon University, aimed at understanding and improving course usage and content. As part of this study Lumen may also ask your institution, at their discretion, to share pre-existing non identifying student and enrollment data for analysis. This study allows Lumen to improve our course content and platform for both student and faculty users on an ongoing basis.

Read about our [research & data practices](#) to learn more.

## Private information

Information generated by our services such as the information in cookies, activity data, and data we obtain from connected services is kept private. Our team uses this information to improve the service.

We may also share aggregated, non identifying product usage information with your institution, or other partners in order to communicate the effectiveness, usage and improvement potential of our courseware.

## Family Education Rights and Privacy Act (FERPA)

Because our work is primarily with institutions of higher education, we pay special attention to information from education records that are subject to the [Family](#)

[Education Rights and Privacy Act \(FERPA\)](#) (“FERPA Records”). To the extent that information we collect includes FERPA Records, we are considered a “School Official” (as that term is used in FERPA) with a “legitimate educational interest” in FERPA Records, and we comply with all obligations that FERPA imposes on a School Official.

## How we secure the information

We care about the security of the information we collect, and we maintain appropriate procedural, physical, and technical safeguards to keep it secure. Despite our best efforts, we cannot guarantee that our methods will be effective in all circumstances. Please help us by keeping your user account and password secure. Please notify us right away of any unauthorized use of your account or information.

## Choices you make about your information

Our goal is to use your information responsibly and transparently so that you can make well informed choices about the information you share with us. What you share is up to you. For example, you can:

- Update the information in your profile
- Choose what educational content to access or upload using our services
- Choose whether to participate in our research programs
- Close your accounts with us (we’d be sad to see you go)
- Use instructions provided above to alter your preferences or opt out of the use of cookies
- Alter email preferences about types of messages you want to receive from Lumen by clicking on the “email preferences” link in the email footer

In addition to these examples, you may have other choices through your device or browser. To learn more about these, see documentation from the provider.

## Information about minors

Our services are not intended for use by minors under the age of 13. If you are a parent or guardian of a minor and learn they have provided us with personal information without your consent, please let us know.

# Changes

We will revise this policy periodically. The current version will always be posted on our website. If we decide a revision is material, we will notify users and may post a prominent notice on our website. If you continue to use our services, you agree to the revised policy.

# Macmillan Learning Privacy and Cookie Notice

(Last Updated December 2021)

Macmillan Learning\* understands your concerns about security and privacy and values the relationship we have with you. This Privacy and Cookie Notice describes the types of information we collect on the Sites, how we may use the information, with whom we may share it, and the choices available to you regarding our use of the information. We also describe the measures we take to safeguard the information and tell you how to contact us about our privacy practices.

This Notice applies to personal information we collect from educational professionals (such as teachers, instructors, school administrators, authors, editors, and contributors), students at post-secondary schools, adult learners, website visitors and others with whom we interact through any online interface (*e.g.*, website, mobile application or other interactive service) that contains a link to this Notice (each, a "Site"), or that we receive outside of our Sites, *e.g.*, contact information we receive during on campus visits, business meetings or through publicly available websites or publications.

Macmillan Learning receives personal information pertaining to students from educational institutions that we maintain on its behalf (collectively, "**School Data**"), such as information about class rosters and data from students who use our learning platforms at the direction of an educational agency or institution. School Data are only used by us to support our customers and provide the services requested by the institution's administrators and course instructors. We handle School Data as a processor for our customers, subject to applicable privacy and data protection laws, including the Family and Educational Rights Privacy Act (FERPA) in the U.S. and the Freedom of Information Privacy Protection Act (FIPPA) in Canada. Although we may place contextual advertising on pages used by students, we do not use any personally identifiable information in School Data for targeted advertising. Please contact your educational institution to learn more about how it handles your personal information.

Additional information is also provided in our supplemental privacy statements:

- [School Data Privacy Statement](#)
- [Important Information for EEA and UK Residents](#)
- [Your California Privacy Rights](#)

Please note that you may have additional privacy rights under the laws of your jurisdiction. Macmillan Learning respects those rights. Where the provisions in this Privacy Notice conflict with applicable law, we will only process your Personal Information in compliance with applicable

laws. You may contact our Privacy Office at any time via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com).

# 1. Information We Collect

“**Personal Information**” is any information that can be used to identify, locate or contact you. It also includes other information that may be associated with your name or other identifiers. We collect the following types of Personal Information:

- **Contact Information** that allows us to communicate with you, such as your name, username, mailing address, telephone numbers, email address or other addresses that allow us to send you messages.
- **Relationship Information** that helps us do business with you. For students, this includes your school affiliation, expected degree and graduation date, your courses of study, grades, learning style and how you engage with our products and content (including comments or content that you voluntarily provide on or through our Sites such as through blogs, forums, discussion groups, social networking platforms, or contest and sweepstakes entries), and similar information that can help us tailor our content and offer you personalized instruction. For professionals, this includes your professional credentials and affiliations and the products and services that may interest you or your school. If you are an instructor, we also collect information about the types of courses you teach, your teaching style and student engagement, and similar information that can help us tailor our content and improve your effectiveness in the classroom.
- **Transaction Information** about how you interact with Macmillan Learning, including your purchase history, information about your use of our Sites and content (including time spent on material and results of in-product assessments), customer account information and information about how you use our websites and applications. If you purchase products from us online, our credit card processors will also collect payment card information as needed to process your payment.

In many cases, we collect Personal Information directly from you. We will ask you for Personal Information when you interact with us, such as registering on our Sites, visiting with us at tradeshow, signing up to receive materials electronically, or making a purchase. We may collect additional about you from your school, such as information about the classes you are teaching, and from third party data suppliers who enhance our files and help us better understand our customers. We may also collect publicly-available information from social media sites, such as Twitter, Facebook or LinkedIn.

When you use our Sites, we collect Transaction Information about your session and your activity. In addition to any information that you submit during these sessions, we use cookies and other technological tools to automatically collect information about your computer and your use of our Sites. We may collect or infer information about you, such as your engagement with our products and with others in your classes. In most cases we use this information in an anonymized or aggregated manner, but we treat this information as Personal Information when it is associated

with other data elements that allow us to identify you. For more information about cookies and other technologies, please see the section [Cookies and Online Data Collection Tools](#) below.

We also collect Personal Information when you contact us, such as for customer service purposes or to exercise your privacy rights.

## 2. How We Use Information

We use your Personal Information to:

- Provide you with the products, content or services selected by you or your institution and for related activities, such as customer service, account management, support and training, reporting and to provide other services related to your account, including managing your privacy choices and communications preferences,
- Provide you with marketing communications and offers for products and services from Macmillan Learning and our partners, including personalized offers based on your usage of our products or Sites,
- Provide you with additional information that may be of interest, such as study tips for students or teacher guides for professionals,
- Administer surveys, sweepstakes, special events and other promotions,
- Determine if you are eligible for certain products, services or offers, such as rebates or content guides offered to professionals and students for certain courses,
- Enable you to participate in blogs, discussions groups and similar forums.
- Understand how you use our products, content and services, including associating you with different devices that you may use to access our content, for analytics and product development purposes as well as personalize offers that we make to you and to create de-identified datasets, and
- Manage our everyday business needs, such as payment processing and financial account management, contract management, website administration, business continuity and disaster recovery, security and fraud prevention, corporate governance, reporting and legal compliance.

If you access, rent or purchase materials from our Sites, we may also use your Personal Information in connection with our anti-piracy measures. Our materials include a digital watermark that is linked to the name and email address in your Macmillan Learning account to allow us to identify the source of any materials which are used in ways not permitted by the [Terms of Use](#). This helps us prevent online piracy and other unauthorized use.

We also may use the information we obtain about you in other ways for which we provide specific notice at the time of collection. If you do not provide us with this personal information, we may not be able to offer you the services described above.

## 3. Why We Share Information

We may share your Personal Information as follows:



- If you are affiliated with an educational institution, we may share your Personal Information, including related School Data with your school and (if you are student) with your instructors and school administrators. For example, we provide educational institutions with reports about how their instructors and students use our products, including information that compares instructors and students within a school. If you are a student, your instructors have access to all School Data, including the information generated by your use of the products for a class. We may also provide Personal Information to your school as needed to investigate possible academic fraud or cheating. Your school uses your Personal Information in accordance with its own privacy policies.
- We may share your Personal Information with our affiliates, which may only use your Personal Information for the purposes listed above.
- We may also share your Personal Information with our service providers\*\*, who are bound by law or contract to protect your Personal Information and only use your Personal Information in accordance with our instructions.
- We may share your Personal Information with third party partners that provide services to you through our Sites, but only to the extent you have a relationship with such partner or you authorize the sharing. For example, you may be able to purchase third party applications (through our Sites or otherwise) which are compatible and/or packaged with our products or services. Information may be shared between us and the provider of such third party application in order to enable certain functionalities or depending on the settings you choose. We will maintain any information we receive through such third party in accordance with this Notice. However, the third party's use of your information is governed by such third party's own privacy policies. Additionally, we may share certain Transactional Information with our partners as needed to validate referrals and operate the platforms.
- We may disclose Personal Information where permitted by law, such as for payment processing, as needed to affect the sale or transfer of business assets, to enforce our rights, including Terms of Use or Service, protect our property, or protect the rights, property or safety of others, or as needed support external auditing, compliance and corporate governance functions. We will also always disclose Personal Information when required to do so by law, such as in response to a subpoena, including to law enforcement agencies and courts in the United States and other countries where we operate.

Please note that we may also use and disclose information about you that is not personally identifiable. For example, we may publish reports or create products that contain de-identified, aggregated or statistical data. These reports and products do not contain any information that would enable the recipient to contact, locate or identify you.

## **4. Cookies and Online Data Collection Tools**

When you visit our website or use our mobile applications, we collect certain Transaction Information by automated means, using technologies such as cookies, pixel tags, browser analysis tools, server logs and web beacons. In many cases, the information we collect using cookies and other tools is only used in a non-identifiable way, without any reference to Personal

Information. For example, we use information we collect about all website users to optimize our websites and to understand website traffic patterns.

In some cases, we do associate the information we collect using cookies and other technology with your Personal Information. This Privacy Notice governs how we use that information when we associate it with your Personal Information.

## ***Cookies***

A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note, however, that without cookies you may not be able to use all of the features of our Sites.

Our Sites use two kinds of cookies: session cookies and persistent cookies. Session cookies exist only for as long as your browser remains open. Once you close your browser, they are deleted. Persistent cookies, in contrast, last beyond each visit to the Sites and remain on your hard drive after you close your browser. The cookies used on the Sites include those that are strictly necessary cookies for access and navigation, cookies that track usage (performance cookies) and remember your choices (functionality cookies), and for visitors to our catalog and store Sites, cookies that provide you with targeted content or advertising (described more below under “Interest Based Advertising”). Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. Please note however, that without cookies, you may not be able to use all of the features of our Sites.

We may use the information we obtain from cookies for the following purposes:

- to recognize your computer when you visit the Sites;
- to track you as you navigate the Sites, and to enable the use of e-commerce capabilities;
- to improve the Sites’ usability;
- to analyze use of the Sites;
- to manage the Sites;
- to personalize the Sites, including for visitors to our catalog and store Sites;
- to enable targeted advertisements that may be of particular interest to you (excluding Students); and
- to recognize you when you move between devices so that your work can be synchronized.

## ***Flash Cookies***

We may also use Flash Cookies (also known as Local Stored Objects) and similar technologies to personalize and enhance your online experience. A Flash cookie is a small data file placed on a computer using Adobe Flash technology. The Adobe Flash Player is an application that allows rapid development of dynamic content, such as video clips and animation.

We use Flash cookies to personalize and enhance your online experience and to deliver content for Flash players. We may also use Flash cookies for security purposes, to gather certain website metrics and to help remember settings and preferences. Flash cookies are managed through a different interface than the one provided by your web browser. To manage Flash cookies, please visit Adobe's website at [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html). If you disable Flash cookies or other similar technologies, please be aware that you may not have access to certain content and product features.

## ***Pixel Tags and Web Beacons***

We also may use "web beacons" on some of our Sites. A web beacon, also known as a pixel tag or clear GIF, may be used to transmit information collected through cookies to our service providers' servers. They allow us to determine whether you have performed a specific action. When you access these pages or open or click an email, the pixel tags and web beacons generate a notice of that action. These tools allow us to measure response to our communications and improve our web pages and promotions. They also enable our service providers to compile information about your browsing activity on the Sites.

## ***Server Logs and Other Technologies***

We collect many different types of information from server logs and other technologies. For example, we may collect information the device you use to access our website, your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. Our server logs also record the IP address of the device you use to connect to the Internet. An IP address is a unique identifier that devices use to identify and communicate with each other on the Internet. We may also collect information about the website you were visiting before you came to Macmillan Learning and the website you visit after you leave our site.

# **5. Interest-based Advertising**

On some of our Sites, as set out below and where permitted by law, we partner with third party companies who may utilize cookies, web beacons or other technologies to provide: personalized content; advertisements about our goods and services that may be of interest to you; or to serve advertisements about other products; on our Sites. The third parties may use these technologies to collect information about you when you use the Sites. They may collect information about your online activities over time and across different websites and other online services, as well as across different devices. They may use this information to provide you with interest-based advertising and content or other targeted advertising and content. They may also use persistent identifiers to track your Internet usage across other websites in their networks beyond the Sites. Such third parties may, with sufficient data from other sources, be able to personally identify you, unknown to us.

Some of our advertising and content partners that may access and use cookies and other data through our Sites are set out below with information about their privacy and opt-out practices, and you can also delete and/or block specific cookies from your browser (as explained above):

- AddThis: provides personalized ads to users by collecting personal data such as IP address, device information, and other personal information such as referring URL. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- Marketo: provides users with a more personalized functionality on our sites by collecting information such as browser data and internet device information. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out of cookies, please see [here](#) and go to the footer option “Cookie Settings.”
- Google: supports ad personalization (e.g., provided by DoubleClick) which uses personal information such as, but not limited to, geolocation and search terms, in order to serve the user ads on non Macmillan Learning sites. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- LinkedIn: allows us to retarget Macmillan Learning site users on non-Macmillan Learning sites by collecting personal information including IP address. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- SurveyGizmo: prevents us from duplicating surveys provided to users by collecting personal information such as IP address, device information, and referral source. For more information on their privacy practices and their use of cookies, please see [here](#).
- GoToWebinar/LogMeIn: provides scheduling for user requested demos by collecting personal information including IP address. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- Twitter: tracks website activity on the Student Store site and retargets users by collecting device information, tracking pixels, as well as personal information such as user emails. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- Facebook: allows us to serve users personalized ads which uses personal data based on browsing behavior on our sites. For more information on their privacy practices and their use of cookies, including how to opt-out, please see [here](#) and [here](#).
- Optimizely: helps determine how new features on Macmillan Learning sites are performing by collecting user data such as device information, IP address, referral page, interaction data, crash data, other technical information, and location data. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).
- New Relic: tracks website activity and provides analytics to us and to users as part of our service by collecting website browsing data, session information, and personal data including IP address. For more information on their privacy practices and their use of cookies, please see [here](#).
- Instana: tracks website activity, infrastructure monitoring and provides analytics to us as part of our service by collecting website browsing data, session information, and personal data including IP address. For more information on their privacy practices and their use of cookies, please see their [Privacy Notice](#) and [Cookie Notice](#). To Opt-out, see [here](#).

- WebEx: provides online meetings with instructors and faculty and other educators by collecting personal information such as IP address and web browsing data. For more information on their privacy practices and their use of cookies, including how to opt-out, please see [here](#).
- HotJar: tracks website activity on Catalog and Student Store in order to learn visitor behaviors, such as time spent on a task or product use information. For more information on their privacy practices and their use of cookies, please see [here](#). To opt-out, see [here](#).

You can also obtain more information about interest-based advertising, and how to opt-out of receiving interest-based ads from participating third-party providers and ad networks through the following:

## For Users in the U.S.:

- [http://www.networkadvertising.org/optout\\_nonppii.asp](http://www.networkadvertising.org/optout_nonppii.asp) (Network Advertising Initiative)
- <http://www.aboutads.info/choices> (Digital Advertising Alliance)

## For Users in the EU and UK:

- <http://www.youronlinechoices.eu> (European Interactive Digital Advertising Alliance)

## For Users in Canada:

- <http://youradchoices.ca/choices/> (Digital Advertising Alliance of Canada)

## For Users in Australia:

- <https://support.google.com/ads/answer/2662922?hl=en-AU> (Google)
- <https://www.oaic.gov.au/privacy/your-privacy-rights/advertising-and-marketing/targeted-advertising/> (Office of the Australian Information Commissioner)

## For Users in New Zealand:

- <https://support.google.com/ads/answer/2662922?hl=en-NZ> (Google)

Please note in respect of each of the territories above: opting out of participating providers and ad networks does not opt you out of being served advertising. You may continue to receive generic or contextual ads on our Sites. Additionally, to successfully opt-out, you must have cookies enabled in your web browser. Please see your browser's instructions for information on cookies and how to enable them. Your opt-out only applies to the web browser you use, so you must opt-out of each web browser on each device that you use. Once you opt-out, if you delete your browser's saved cookies, you may need to opt-out again.

## For the MacmillanLearning.co.uk site

Please note: The following is a complete list of the cookies on MacmillanLearning.co.uk, including marketing and analytics cookies. We will only implement cookies (except for the essential cookies which are necessary for the proper and optimized functionality of our site and user experience) if you have provided your consent through our cookie banner. You can refuse consent through the cookie banner or using your browser instructions as set out above.

### MacmillanLearning.co.uk Cookies:

**CPHPSESSID** is an essential cookie and provides the PHP session ID, used to maintain the user's session with the server.

**Macmillaninternational\_currency; Macmillaninternational\_country\_code; Macmillaninternational\_country\_price\_code; Macmillaninternational\_loc** are essential cookies and are used to maintain a user's selected region on the site, which dictates the location, currency and country codes that're used to show region specific title data / pricing.

**\_chckd** is an essential cookie to determine if the user has seen the cookie consent banner and dictates whether it should show or not.

**id\_token** is an essential cookie for the Macmillan login required to access the account section of the site and to make sample requests.

**id\_token\_metadata** is an essential cookie for the Macmillan login required to access the account section of the site and to make sample requests.

Google Analytics is a non-essential cookie used to distinguish users and track the pages they visit on this website.

Google Tag is a non-essential cookie used to distinguish users and track events such as clicks and downloads on this website.

**\_mkto\_trk** Marketo is a non-essential marketing cookie, known as a Munchkin Cookie, used to track users who visit our site so that we can react to their visits with automated marketing campaigns and for reporting purposes.

## 6. Analytics

We use third-party web analytics services on our Sites, such as Google Analytics and ClickTale. These service providers help us analyze how users use our Sites. The information collected for this purpose (including your IP address and other information collected by automated means)



will be disclosed to or collected directly by these service providers. These service providers may retain and use Non-Personal Information collected from users of our Sites in connection with their own businesses, including in order to improve their products and services. To learn more about opting out of data collection through Google Analytics or Click Tale, click the links below:

- Google Analytics: <https://support.google.com/analytics/answer/181881?hl=en>
- ClickTale: <http://www.clicktale.net/disable.html>

You can withdraw your consent and opt-out of the use of cookies and online tracking at any time by following the links above or you can delete and/or block specific cookies from your browser but some features of the Sites may not function fully or correctly as a result.

You may also be able to limit the association of your mobile device with your online activities by resetting the advertiser ID on your Apple or Android device. For more information about how to change these settings go to:

- Apple: <http://support.apple.com/kb/HT4228>
- Android: <http://www.google.com/policies/technologies/ads/>

These Sites are not designed to respond to "do not track" signals received from browsers.

## 7. Social Media Interactions and Interest-based Ads

Our websites may enable you to interact with us and others via social media platforms, such as Facebook, Twitter, YouTube, LinkedIn and Instagram. While we respect each social media platform's privacy policies, we may collect Personal Information about you and your friends if you choose to use these tools. For example, the Sites may also offer you the ability to interact with plugins from these platforms, in order to allow you to follow us or share your experiences with your online social network.

Social media platforms collect persistent identifiers through your browser or mobile operating system. If you have previously provided personally identifiable information to these platforms, the platform operators may recognize you here. Your use of social network plugins is subject to each social media site's privacy policy. If you engage with our content on or through third-party social media sites, you may allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture) to deliver the content or as part of the operation of the plug-in or application. For more information, please read the privacy policies posted by the social media platforms that you use.

As noted above, we may also display interest-based ads to you when you are using social media platforms. These platforms allow us to personalize the ads that we display to you. We do not share any of your Personal Information with these platforms, although we may convert your email address into a unique number which can be matched by the platform with its user to allow

delivery of the advertising. Although we do not provide any personal information to these platforms, they may gain insights about individuals who respond to the ads we serve.

## **8. Links To Other Websites**

Our Sites may contain links to other websites for your convenience and information. These may include, for example, some of the blogs and forums you may access through our Sites. These websites may be operated by companies not affiliated with us. Information you submit through these third party websites will be subject to their privacy policies. We suggest you review their privacy policies to understand how they may collect, use, and share your information. We are not responsible for the content of any websites that are not affiliated with Macmillan Learning, any use of those websites, or their privacy practices.

## **9. Children's Privacy**

These Sites are intended for people 13 years of age and older in the US and 16 years of age and older in other countries. If you are under this age for your respective territory, please do not submit any personal information to us through the Sites. If you are under the age of 18, please review this Notice with your parent or guardian before submitting any information to us.

## **10. How We Protect Personal Information**

We use reasonable administrative, technical, and physical security measures to help protect your personal information against unauthorized access or loss. Unfortunately, no data transmission or storage system can be guaranteed to be absolutely secure, so we also have procedures to deal with any suspected data security breach and will notify you and/or any applicable regulator or supervisory authority or other governmental entity where we are legally required to do so.

## **11. Marketing/Your Choices**

You can always limit the information you provide to us. You can also limit the communications that we send to you.

To opt-out of emails, simply click the link labeled “unsubscribe” at the bottom of any email we send you. To revoke permissions that you may have given to send text messages, text STOP in response to any message. Please be aware that if you unsubscribe or opt-out of texts, we process an opt-out request only for that specific e-mail address or telephone number. So, if you have more than one e-mail address or if you have changed your e-mail address, your opt-out request may not be processed for any e-mail that you have not identified in your opt-out request. You can also [Click here](#) for help opting-out of receiving marketing communications from Macmillan Learning and its affiliates. Please include your name, address and the e-mail address(es) and/or phone number(s) that you want to opt-out.

If you believe you have opted out, but continue to receive e-mails from us, please contact us by one of the means listed under the [How To Contact Us](#) section below, and we will endeavor to resolve the issue.

Please note that even if you opt-out of commercial emails, we may still need to contact you with important transactional information about your account. For example, even if you opt-out of emails, we may still send you activity confirmations.

If you have previously opted-in to receiving marketing communications, you may withdraw your consent at any time by clicking “unsubscribe” at the bottom of the e-mail communications or by [visiting this link](#) and unsubscribing there.

## 12. Access and Correction

We respect your right to reasonably access and correct your Personal Information. If you have an online account, you can log into your account at any time to access and update the information you have provided to us. Additionally, Macmillan Learning complies with all laws regarding access and correction.

Subject to applicable law, you may: (i) have the right to access certain Personal Information we maintain about you and obtain a copy of that information; (ii) update or correct inaccuracies in your Personal Information; (iii) object to our use of your Personal Information; and (iv) request deletion your Personal Information from our database. To exercise these rights, please contact us as indicated in the [How To Contact Us](#) section of this Notice. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the information, which may require you to provide us with Personal Information.

## 13. International Data Transfers

Your personal information may be transferred to, stored at or processed in the European Economic Area (EEA), the United Kingdom (UK), the United States and other countries (including Argentina and India) which may not have equivalent privacy or data protection laws. However, regardless of where your personal information is transferred, we will protect it in accordance with this Privacy Notice.

BY CONTINUING TO USE THESE SITES AND/OR SUBMITTING YOUR PERSONAL INFORMATION, YOU CERTIFY THAT YOU MEET THE AGE AND OTHER ELIGIBILITY REQUIREMENTS FOR THE SITE AS SET FORTH IN THIS NOTICE AS WELL AS THE TERMS AND CONDITIONS.

## 14. Pseudonymous Registration

If you are a Student using our Sites as part of a required course adoption and you do not want to provide us with your name, you may register under an alias. You will need to create an alias and create and open an e-mail account under that alias with a third-party email service. Next, when

you register on our Sites, you will do so by providing your alias and the email address you've opened under that alias. You will be required to accept this Notice and the applicable Terms of Use as part of the registration process, which you will complete under your alias. IT IS CRITICAL THAT YOU MAKE SURE YOU INFORM YOUR INSTRUCTOR OF YOUR ALIAS SO THAT HE/SHE HAS ACCESS TO YOUR WORK AND CAN ASSOCIATE YOUR ALIAS WITH YOUR NAME AS IT APPEARS IN OTHER SCHOOL DATA.

## 15. Updates to Our Online Privacy Notice

From time to time, we may update this Privacy Notice to reflect new or different privacy practices. We will place a notice online when we make material changes to this the Privacy Notice. Changes to this Notice will become effective when those changes are posted to the Sites or otherwise notified to you as required by applicable law. Your continued use of the Sites subsequent to any such notified change to this Notice constitutes your acceptance of the change subject to the contents of the specific notification. We indicate the effective date of this Notice (and any updates) at the top of the Notice.

## 16. How to Contact Us

To access, update or correct inaccuracies in your personal information or if you have any questions about this Notice or the manner in which we or our service providers treat your personal information, or if you would like us to update your preferences, please contact us by e-mailing us at [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com)

## 17. School Data Privacy Statement

This privacy notice applies to the personal information pertaining to students that we receive from schools or that we maintain on behalf of schools (collectively, "**School Data**"), such as information about class rosters and data from students who use our learning platforms at the direction of an educational agency or school.

Macmillan Learning is committed to protecting the privacy and security of all School Data that we process as a "data processor" or "service provider" to your school in order to provide the services to you and your school, pursuant to applicable laws. For example, if your school is based in: i) the United States, your student records may be protected by the Family and Educational Rights Privacy Act (FERPA) or the California Consumer Privacy Act (CCPA); ii) Canada, your information held by public bodies may be protected by The Freedom of Information and Protection of Privacy Act (FIPPA), or iii) the European Economic Area or the UK, your School Data may be protected by

the General Data Protection Regulation (GDPR) and the UK GDPR respectively. For information on your school's privacy policies, please contact the administration.

If you use our products and platforms in your courses at your school, we only use your personal information in the School Data as needed to:

- Provide you with the products, content or services selected by you, your instructors or your school and for related activities, such as customer service and “helpdesk” functions,
- Assure academic integrity, such as in connection with investigations and anti-plagiarism program,
- Understand how you use our products, content and services, including associating you with different devices that you may use to access our content, for analytics and product development purposes, and to create de-identified datasets,
- Send end-of-course surveys, and
- Manage our everyday business needs, such as website administration, business continuity and disaster recovery, security and fraud prevention, corporate governance, reporting and legal compliance.

We will only use School Data for other purposes with the consent of your school and (if applicable) with your consent. Please note that we may publish reports or create products that contain de-identified, aggregated or statistical data, such as benchmarking reports that reveal how students generally engage with our platforms. These reports and products do not contain any information that would enable the recipient to contact, locate or identify you or your school.

We do not use School Data for targeted marketing purposes. This means that we do not select or deliver ads to you in our educational products and services based on your School Data obtained or inferred over time from your use of our educational products and services. We may deliver generic or contextual ads to you while you use our educational products or platforms, but we do not target these ads based on your School Data.

All School Data may be shared with your school (including with your instructors and school administrators). Your instructors generally have access to all School Data, including the information generated by your use of the products for a class, and we may provide other information to your school as needed to investigate possible academic fraud or cheating. Your school uses the School Data in accordance with its own privacy policies.

We may share School Data with our affiliates, which only use the School Data for the purposes listed above, and with our service providers, who are bound by law or contract to protect the School Data and only use it as needed to provide the services requested. We will also disclose School Data when required by law, such as in response to a subpoena, including to law enforcement agencies and courts in the United States and other countries where we operate.

If you have questions about your privacy rights, please contact your school’s administration. If you believe that Macmillan Learning has not handled your personal information properly, you may also contact the Macmillan Learning Privacy Office via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com)

## 18. Important Information for EEA and UK Residents

Macmillan Learning is providing this supplemental privacy notice to give individuals in the European Economic Area (EEA) and the United Kingdom (UK) the additional information required by the EU General Data Protection Regulation (GDPR) and the UK GDPR respectively. These provisions, together with the statements in the **Macmillan Learning Privacy Notice**, explain our practices with regard to EEA and UK personal data.

This supplementary privacy notice applies when Macmillan Learning is acting as a data controller (i.e., when Macmillan Learning exercises overall control of the personal data being processed and so, under EEA and UK law, is ultimately in charge of and responsible for the processing).

Macmillan Learning is data controller for the Contact Information, Transaction Information, Relationship Information as described in the “Information We Collect” section of the Privacy Notice.

When Macmillan Learning processes School Data and personal data related to the instructor’s use of the product, Macmillan Learning is a data processor under EEA and UK law and, it only processes the data in accordance with the school’s instructions (unless required otherwise by law). Accordingly, students and instructors should refer to their school's privacy notice for more information about how it handles such personal information. If you wish to exercise any of your rights under EEA or UK law or have any questions regarding such personal information, please contact your school.

### 1. Information about Macmillan Learning

**This information is being provided by Macmillan Learning for the members of its corporate group:**

Macmillan Learning is a group name for Bedford, Freeman & Worth Publishing Group, LLC (Bedford St. Martin’s, WH Freeman and Company, Worth Publishers, Late Nite Labs, iClicker, Sapling Learning), Skyfactor, Intellus Learning, and Hayden-McNeil LLC.

Our sister company Macmillan Publishers International Limited (MPIL), located in the UK, and Macmillan Learning Party Limited (MLPL), located in Australia, act as our service providers and our data processors. Accordingly, if MPIL and/or MLPL process the Contact Information, Transaction Information and Relationship Information in providing services on our behalf it does so in accordance with our instructions and in accordance with this privacy notice (unless required otherwise by law).

Macmillan Learning is located at:

*120 Broadway, 22nd Floor  
New York, NY 10271*



**Macmillan Learning is based in the United States. Our representative in the UK is:**

Macmillan Publishers International Limited  
Company number: 02063302  
Registered Office: Cromwell Place  
Hampshire International Business Park  
Lime Tree Way  
Basingstoke, Hampshire, RG24 8YJ

**Our representative in the EEA is:**

Macmillan Publishers International Limited  
1st Floor, The Liffey Trust Centre  
117-126 Sheriff Street Upper  
Dublin 1  
D01 YC43

## **2. The Purposes and Legal Basis for Processing, including Legitimate Interests**

The Macmillan Learning Privacy Notice explains the reasons why we process your Personal Information. We only process Personal Information when we have a legal basis for the processing, such as where it is necessary:

- To fulfill a contract with you or your school, and for closely-related purposes, such as payment processing and financial account management, contract management, website administration, business continuity and disaster recovery, security and fraud prevention, corporate governance, reporting and legal compliance, and
- With your consent (or provided you have not objected, as may be appropriate under applicable law), such as to provide you with marketing communications, in relation to the use of cookies, or where you are asked to provide special categories of data as part of a survey request that we provide on behalf of your school/educational institution.

We may also process your Personal Information for the purposes of our legitimate interests (or for the legitimate interests of your school, provided that our interests shall not outweigh your rights and freedoms. In particular, we may process your Personal Information as needed to:

- Protect you, us or others from threats (such as security threats or fraud) piracy or cheating,
- Comply with the laws that are applicable to us around the world,
- Enable or administer our business, such as for quality control, consolidated reporting, and customer service,
- De-identify it to create anonymized and/or aggregated datasets,
- Manage corporate transactions, such as mergers or acquisitions, and
- Understand and improve our business or customer relationships generally; and

- If you are an instructor or school administrator only (provided you have not objected and if otherwise permitted under applicable law), send you information about our educational resources and services that may be of interest to you.

We may disclose your Personal Information to related companies and to third parties as described in the Privacy Notice; however, we do not share your Personal Information with third parties for them to market their products or services to you without having obtained your prior opt-in consent. If you give consent for such sharing, you may revoke it at any time. (See the [Marketing/Your Choices](#) section of the Privacy Notice.)

We do not knowingly collect Personal Information from or of children under the age of 16 without parental consent.

### **3. Automated Decision-Making and Profiling**

We may use profiling and analytics to understand how individuals interact with our educational materials, such as assess engagement and improve learning outcomes, and product development purposes. For example, we may use analytics to study the amount of time that individuals spend on specific content items and we may infer engagement from this process. These analytics also help us understand and improve our materials, as can determine what materials are more or less accessible to students. We may also use analytics for course integrity purposes, such as to identify individuals that may be cheating.

We will not make automated-decisions using Personal Information about you that may significantly affect you, unless (1) the decision is necessary as part of a contract that we have with you, (2) we have your explicit consent, or (3) we are required by law to use the technology.

### **4. When You are Required to Provide Personal Information to Macmillan Learning**

In most cases, you are not required by law to provide any Personal Information to Macmillan Learning. You are required to provide certain Personal Information to enable us to enter into a contract with you so that you can use our products and services. Our registration forms indicate which data elements are required for our contracts. If you do not provide these data elements, we cannot do business with you.

If you are a student who is required to use our products for school, you can create a pseudonymous account using an alias by following the instructions in the Privacy Notice.

### **5. Your Rights**

As noted in the Macmillan Learning Privacy Notice, you always have the right to object to our marketing communications. To opt-out of emails, simply click the link labeled “unsubscribe” at the bottom of any email we send you. To revoke permissions that you may have given to send text messages, text STOP in response to any message.

Macmillan Learning also respects the rights of EEA and UK residents to access, correct and request erasure or restriction of their personal information as required by law. This means:

- You generally have a right to know whether or not Macmillan Learning maintains your Personal Information. If we do have your personal information, we will provide you with a copy (subject to the rights of others). If your information is incorrect or incomplete, you have the right to ask us to update it. In some cases, you may have the right to receive information that you provided to us back in a machine-readable format.
- You have the right to object to our processing of your Personal Information, including withdrawing any consents for processing that you may have given us at any time.
- You may also ask us to delete or restrict your personal information.

To exercise these rights, please contact us via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com) or write us at the address above, and a member of our Privacy Team will assist you. Please understand that we may need to verify your identity before we can process your request. Please note that some of these rights may be limited where we have an overriding interest or legal obligation to continue to process your Personal Information.

If you believe that we have processed your Personal Information in violation of applicable law, you may file a complaint with the Macmillan Learning Privacy Office ([privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com)) or with a supervisory authority.

*Students: please contact your school if you would like assistance exercising any of your individual rights.*

## 6. International Transfers

As noted in the Privacy Notice, your Personal Information will be transferred to, stored at and processed in the United States and other countries which may not have equivalent privacy or data protection laws to the EEA and the UK.

For our Personal Information submitted to and processed on our ML.CO.UK site, which is housed in Scotland, some of such data will also be housed in the EU and/or UK.

We have safeguards in place to protect your Personal Information to provide your Personal Information with the same protection as it has in the EEA and the UK.

Please contact us via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com) if you would like more information about cross-border transfers.

## 7. Data Retention

We will retain your Personal Information for as long as the information is needed for the purposes set forth in Section 2 above and for any additional period that may be required or permitted by law.

You may request that we delete your Personal Information by contacting us via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com).

*Students: please contact your school if you would like to request deletion of any School Data.*

## 8. How to Contact Us

Please contact us if you have any questions or comments about our privacy practices or this Privacy Notice. You can always reach us via email to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com). You can also reach us via mail to the addresses given above.

# 19. Your California and Nevada Privacy Rights

California's "Shine the Light" law, Civil Code Section 1798.83, requires certain businesses to respond to requests from California customers asking about the business' practices related to disclosing personal information to third parties for the third parties' direct marketing purposes or to provide an opt-out for such sharing of information to third parties for the third parties' direct marketing purposes. Nevada's online privacy law (NRS 603A.340) requires businesses to offer consumers a right to opt-out of the sale of their personal information.

Macmillan Learning does not share California consumer personal information with third parties for marketing purposes without consent. Macmillan Learning also does not sell any Nevada personal information. However, Macmillan Learning's websites do use cookies, and third party partners may collect technical information from visitors to our websites. You can learn more about these cookies and exercise your rights to opt-out by visiting our [Cookie Policy](#).

California or Nevada customers who wish to request further information about our compliance with these laws or have questions or concerns about our privacy practices may contact us at [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com) or by writing to:

*Macmillan Learning c/o Macmillan  
120 Broadway, 22nd Floor  
New York, NY 10271*

## Important Information for California Residents

**Effective Date: January 1, 2020**

Macmillan Learning<sup>AI</sup> is providing this supplemental privacy notice to give California residents the additional information required by the California Consumer Privacy Act (the "CCPA").

Macmillan Learning is committed to protecting the privacy and security of all the personal information that is entrusted to us. Macmillan has a Global Privacy Policy that protects your personal information no matter how or where it is collected, used or stored. Macmillan

Learning also complies with applicable privacy and security laws, including the CCPA. Our [Privacy and Cookie Notice](#) describes our privacy and security practices in detail.

The CCPA provides California residents with specific privacy rights, including the right to receive a privacy notice, the right to know what information we have collected about you during the past 12 months, and the right to know what categories of personal information we have shared with third parties. CCPA gives California residents with the right to opt-out of having their personal information sold.<sup>[2]</sup> CCPA also gives California residents the right to request deletion of their personal information.

This notice provides information about the categories of information that we collect from California residents generally, the sources of the information, the purposes for which we use the information, and the categories of third parties to whom we disclose the information for business purposes. **MACMILLAN LEARNING DOES NOT SELL PERSONAL INFORMATION.**

As described below, we may share personal information with our Affiliates and service providers. We may also disclose personal information to third parties for business purposes as permitted by in CCPA, such as to our auditors, for compliance or security, or in connection with mergers and acquisitions.

**Macmillan Learning collects information from students and instructors in connection with its educational products and platforms. We operate as a Service Provider under the CCPA for educational institutions to use the products and platforms. Your institution uses your personal information in accordance with its own privacy policies. Please contact your respective educational institution to exercise your rights under the CCPA. You can learn more by reading your Schools Data Privacy Statement.**

Macmillan Learning collects personal information subject to CCPA when you interact directly with us, such as when you opt-in to receive marketing materials from us or you purchase a product in our online store. If you are a California resident, you may exercise your rights with respect to this information or authorize another person to act on your behalf by:

1.
  - **CCPA Rights**
  - **Macmillan Digital Products**
  - **How to Exercise Your Rights under the CCPA**
  - Call our Toll-Free Number at: 1-800-894-7205
  - Clicking [here](#) to our CCPA Rights Portal
2. **Please note that we may need to verify your identity before we can fulfill your request.** Outside of the use of our Macmillan Learning Digital products, because we maintain limited personal information about consumers, generally consisting of email marketing subscription information, we will generally verify your identity using your email address. We will respond to requests using the email address that is associated with the information we maintain.

If you would like to designate an agent, please send an email from your own email address to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com) indicating the name and email address of your

agent. We will respond to that person's requests using both your email address and the agent's email address.

To request deletion of your personal information, please send an email from your own email address to [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com) indicating what you wish to have deleted. Please understand that Macmillan Learning cannot delete personal information in those situations where our retention is required for our internal business purposes or otherwise permitted by CCPA (such as for fraud prevention or legal compliance). In these situations, we will retain your information in accordance with our records retention program and securely delete it at the end of the retention period.

**As noted above, for the School Data related to your use of Macmillan Learning Digital Products, please contact your respective educational institution to exercise your rights under CCPA.**

Macmillan Learning does not offer financial incentives for the collection or sale of personal information, although we may offer individuals the opportunity to receive coupons or discounts via email. If you ask us to delete your information, we will not be able to send you additional coupons or discounts via email, however coupons or discounts sent to you previously will continue to be honored according to their original terms. We will not discriminate against you if you exercise your rights under CCPA.

#### ○ **CCPA Right to Know Disclosures**

<b>Category and Sources of Personal Information</b>	<b>Representative Data Elements</b>	<b>Purpose for Collecting and Sharing the PI</b>	<b>Categories of Third Parties to whom this type of Personal Information is Disclosed for a Business Purpose</b>
<b>Contact Information</b> We collect this type of information from: <ul style="list-style-type: none"> <li>• You</li> <li>• Third party data suppliers;</li> <li>• Publicly available educational institution sites</li> </ul>	Data elements in this category include: <ul style="list-style-type: none"> <li>• Name</li> <li>• Email address</li> </ul>	We use this type of information to identify you and communicate with you, including: <ul style="list-style-type: none"> <li>• To send transactional messages (such as when you make an e-commerce purchase and we send you a receipt of your purchase(s); sign up for marketing);</li> <li>• To send marketing communications, survey and invitations;</li> <li>• To administer surveys, sweepstakes, special events and other promotions;</li> <li>• To personalize our communications and provide customer service;</li> </ul>	We may disclose this type of information to our Affiliates and Service Providers, including to social media companies such as Facebook which use the data only to identify which of our customers use their platforms so that we can deliver ads to you on the platform, and to: <ul style="list-style-type: none"> <li>• Third parties who deliver our communications</li> <li>• Other third parties (including government agencies) as required by law</li> </ul>



		<ul style="list-style-type: none"> <li>For our Everyday Business Purposes<sup>(a)</sup></li> </ul>	
<b>Relationship Information</b>  We collect this type of information from: <ul style="list-style-type: none"> <li>You, such as when you register with us on our sites, like our content on social media, visit us at a trade show, sign up for a sweepstakes, contest, or giveaway or voluntarily participate in a research study for educational product development.</li> <li>We may collect information from social media or other sites when you post it or it is available publicly, such as the educational institution's listing of college professors and contact info on the institution's site.</li> <li>We may also collect or infer information about you based on information that you have given us and your past interactions with us in connection with your engagement with our products and with others in your classes</li> </ul>	Data elements in this category include: <ul style="list-style-type: none"> <li>Personal characteristics, such as your age, age range or gender</li> <li>Data from social media profiles, such as Facebook, Twitter, and similar platforms</li> <li>Reading interests, including preferred subject (e.g. Economics, etc.)</li> <li>Marketing preferences</li> <li>School affiliation</li> <li>Professional credentials and educational information (degree information, academics interests)</li> <li>Other information you share, such as comments or content you that you voluntarily provide on or through our sites such as through blogs, forums, discussion groups, social networking platforms, or contest and sweepstakes entries)</li> </ul>	We use this type of information: <ul style="list-style-type: none"> <li>To better understand you and our customers generally;</li> <li>To tailor our communications to you;</li> <li>To enable you to participate in blogs, discussion groups and similar forms</li> <li>To provide you with additional information that may be of interest, such as study tips for students or teacher guides for professionals;</li> <li>To understand how you use our products, content and services, including associating you with different devices that you may use to access our content, for analytics and product development purposes</li> <li>To identify prospective customers;</li> <li>To determine if you are eligible for certain products, services or offers, such as rebates or content guides offered to professionals and students for certain courses;</li> <li>For internal business purposes, such as quality control, training and analytics;</li> <li>To enable delivery of ads on social media platforms;</li> <li>For our Everyday Business Purposes;</li> </ul>	We may disclose this type of information to our Affiliates and Service Providers and to: <ul style="list-style-type: none"> <li>Third parties with whom we have joint marketing and similar arrangements;</li> <li>Our lawyers, auditors, consultants;</li> <li>Other third parties as required by law</li> </ul>

<p><b>Transaction and Interaction Information</b></p> <p>We collect this type of information from:</p> <ul style="list-style-type: none"> <li>You, when you interact with us, such as when you enter a sweepstakes, contest or giveaway or if you purchase products directly from us;</li> <li>Third parties that process transactions for us</li> </ul>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"> <li>Entry information for contests and promotions;</li> <li>Customer account information, purchase history and related records;</li> <li>Customer service records</li> <li>Information about your use of our sites</li> </ul>	<p>We use this type of information to communicate with you, including:</p> <ul style="list-style-type: none"> <li>To send transactional messages (such as when you make an e-commerce purchase and we send you a receipt of your purchase(s);</li> <li>To fulfill our business relationship with you, including customer service and fraud prevention;</li> <li>For our Everyday Business Purposes</li> </ul>	<p>We may disclose this type of information to our Affiliates and Service Providers and to:</p> <ul style="list-style-type: none"> <li>Third parties as needed to complete the transaction, including delivery companies, agents, authors and other publishers;</li> <li>Our lawyers, auditors, consultants;</li> <li>Other third parties as required by law</li> </ul>
<p><b>Online &amp; Technical Information</b></p> <p>We collect this type of information from:</p> <ul style="list-style-type: none"> <li>You and from your computer or devices when you interact with our platforms, websites and applications. For example, when you visit our websites, our server logs record your IP address and other information.</li> <li>Automatically, via technologies such as first party cookies, web beacons, when you visit our website or other websites.</li> <li>Third parties, including computer security services and advertising partners</li> </ul>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"> <li>IP Address</li> <li>Device identifiers</li> <li>Web Server Logs</li> <li>First Party Cookies</li> <li>Third Party Cookies</li> <li>Web beacons, clear gifs and pixel tags</li> </ul>	<p>We use this type of information:</p> <ul style="list-style-type: none"> <li>For system administration, including optimizing our websites and applications,</li> <li>For information security and cybersecurity purposes</li> <li>For recordkeeping, including logs and records maintained as part of Transaction Information</li> <li>To better understand our customers and prospective customers and to enhance our Relationship Information, including by associating you with different devices and browsers that you may use</li> <li>For online targeting and advertising purposes</li> <li>For our Everyday Business Purposes</li> </ul>	<p>We may disclose this type of information to our Affiliates and Service Providers and to companies such as Google which use the data collected by cookies and similar means to help us with our online advertising programs, if any, and to:</p> <ul style="list-style-type: none"> <li>Third parties who assist with our information technology and security programs, including companies such as network security services who retain information on malware threats detected</li> <li>Third parties who assist with fraud prevention, detection and mitigation</li> <li>Third party network advertising partners</li> <li>Our lawyers, auditors, consultants</li> <li>Other third parties as required by law</li> </ul>
<p><b>Audio Visual Information</b></p> <p>We collect this type of information from:</p>	<p>Data elements in this category include:</p> <ul style="list-style-type: none"> <li>Photographs</li> </ul>	<p>We use this type of information:</p>	<p>We may disclose this type of information to our Affiliates and Service Providers and to:</p>

<ul style="list-style-type: none"> <li>You</li> <li>Automatically, such as when we record calls to our call center</li> <li>Third parties that provide access to information you make publicly available, such as social media</li> </ul>	<ul style="list-style-type: none"> <li>Video images</li> <li>CCTV recordings</li> <li>Call center recordings and call monitoring records</li> <li>Voicemails</li> </ul>	<ul style="list-style-type: none"> <li>For internal business purposes, such as call recordings used for training, coaching or quality control</li> <li>For relationship purposes, such as use of photos and videos for social media purposes</li> <li>For our Everyday Business Purposes</li> </ul>	<ul style="list-style-type: none"> <li>Our lawyers, auditors, consultants;</li> <li>Other third parties as required by law</li> </ul>
<b>Financial information</b> We collect this type of information from: <ul style="list-style-type: none"> <li>You, if you purchase products directly from us</li> </ul>	Data elements in this category include: <ul style="list-style-type: none"> <li>Payment card information</li> </ul> <p>NOTE: For security purposes, Macmillan Learning does not store payment card information. These data elements are collected by our payment processors and not shared with or retained by Macmillan Learning.</p>	Financial information is maintained in our transaction data. We use this type of information: <ul style="list-style-type: none"> <li>For processing payments</li> <li>For risk management, fraud prevention and similar purpose</li> <li>For our Everyday Business Purposes</li> </ul>	We may disclose this type of information to our Affiliates and Service Providers and to: <ul style="list-style-type: none"> <li>Payment processors, financial institutions and others as needed to complete the transactions and for authentication, security and fraud prevention</li> <li>Our lawyers, auditors, consultants</li> <li>Other third parties as required by law</li> </ul>
<b>Children's data</b> Our products, platforms, websites, and applications are all designed to be used by individuals 16 years of age and older.	<ul style="list-style-type: none"> <li>See above</li> </ul>	<ul style="list-style-type: none"> <li>See above</li> </ul>	<ul style="list-style-type: none"> <li>See above</li> </ul>
<b>Compliance data</b> We collect this type of information from: <ul style="list-style-type: none"> <li>You</li> <li>Third parties, including companies that help us conduct internal investigations</li> </ul>	Data elements in this category include: <ul style="list-style-type: none"> <li>Compliance program data, including records to demonstrate compliance with applicable laws, such as sweepstakes laws, and privacy laws</li> <li>Records relating to complaints and internal investigations, including compliance hotline reports</li> </ul>	We use this type of information: <ul style="list-style-type: none"> <li>To comply with and demonstrate compliance with applicable laws</li> <li>For legal matters, including litigation and regulatory matters, including for use in connection with civil, criminal, administrative, or arbitral proceedings, including in anticipation of litigation or enforcement of judgments and orders</li> </ul>	We may disclose this type of information to our Affiliates and Service Providers and to: <ul style="list-style-type: none"> <li>Our lawyers, auditors, consultants</li> <li>Other third parties (including government agencies, courts and opposing law firms, consultants, process servers and parties to litigation) in connection with legal matters</li> </ul>

		<ul style="list-style-type: none"> <li>• For our Everyday Business Purposes</li> </ul>	
--	--	--	--

## 20. Important Information for Australian and New Zealand Residents

### Request for Access and Correction, Questions, Comments or Complaints

Macmillan Learning welcomes questions and comments about this Privacy Notice. Requests for access and correction of your personal information, and questions or comments should be directed to the Macmillan Learning Privacy Officer.

Email: [privacyisimportant@macmillan.com](mailto:privacyisimportant@macmillan.com)

If you are still not satisfied about the way in which we have handled your personal information, you can contact the Office of the Australian Information Commissioner ([www.oaic.gov.au](http://www.oaic.gov.au)) or, in New Zealand, the Office of the Privacy Commissioner ([www.privacy.org.nz](http://www.privacy.org.nz)) for guidance.

**[1]** Macmillan Learning is a group name for Bedford, Freeman & Worth Publishing Group, LLC (Bedford St. Martin's, WH Freeman and Company, Worth Publishers, Late Nite Labs, iClicker, Sapling Learning), Skyfactor, Intellus Learning, and Hayden-McNeil LLC. Other Macmillan Learning companies may have their own privacy statements posted on their respective sites.

**[2]** Personal information of children under 16 cannot be sold without affirmative consent. Macmillan Learning does not sell any personal information of children under 16

**[3]** Everyday Business Purposes encompasses the Business Purposes (as defined in the CCPA) and following related purposes for which personal information may be used:

- To provide the information, product or service selected by you or your institution and for related activities as reasonably expected given the context in which the personal information was collected (such customer credentialing, providing customer service, personalization and preference management, providing product updates, account management, website administration, support and training, reporting and to provide other services related to your account, bug fixes or recalls, and dispute resolution);
- For identity and credential management, including identity verification and authentication, system and technology administration;
- To protect the security and integrity of systems, networks, applications and data, including detecting, analyzing and resolving security threats, and collaborating with cybersecurity centers, consortia and law enforcement about imminent threats;
- For fraud detection and prevention;

- For legal and regulatory compliance, including all uses and disclosures of personal information that are required by law or reasonably needed for compliance with company policies and procedures, such as: anti-money laundering programs, security and incident response programs, intellectual property protection programs, and corporate ethics and compliance hotlines;
- For corporate audit, analysis and reporting;
- To enforce our contracts and to protect against injury, theft, legal liability, fraud or abuse, to protect people or property, including physical security programs;
- To de-identify the data or create aggregated datasets, such as for consolidating reporting, research or analytics;
- To make back-up copies for business continuity and disaster recovery purposes; and,
- For corporate governance, including mergers, acquisitions and divestitures.

*Macmillan Learning (referred to herein as "we" "us" or "our") is a group name for Bedford, Freeman & Worth Publishing Group, LLC (Bedford St. Martin's, WH Freeman and Company, Worth Publishers, Late Nite Labs, iClicker, Sapling Learning), Skyfactor, Intellus Learning, and Hayden-McNeil LLC. Other Macmillan Learning companies may have their own privacy statements posted on their respective sites.*

*\*\*List of current service providers with whom we share School Data information. As a reminder, these service providers are bound by law or contract to protect your Personal Information and only use your Personal Information in accordance with our instructions.*

<b>Name of Service Provider</b>	<b>Purpose of re-Disclosure to Service Provider</b>	<b>Country</b>
Ada Support Inc.	Customer Experience Support	United States
Amazon Web Services (AWS)	Storage	United States
Braintree	Payment Processing / PCI Support	United States
Cognizant Technology Solutions	IT Tech Support	United States
EdInvent, Inc., d/b/a Accredible	Course Completion Badging	United States
InMotion Software	IT Tech Support	United States
QA Infotech	IT Tech Support	India
Salesforce	Storage	United States
SAP	Storage	United States
Spark Digital	IT Tech Support	Argentina
TechMahindra	IT Tech Support	United States & India
Transcosmos Information Systems Limited	Customer Experience Support	Hungary
24-7 InTouch	Customer Experience Support	United States, Jamaica
Springer Customer Service Center GmbH	Customer Experience Support	UK

# Introduction

As a global leader in providing digital learning systems for educators and students, McGraw Hill is deeply committed to protecting the privacy of our end users. Whether you are using Connect, ConnectEd, Engrade or any of our other solutions, we collect Personally Identifiable Information that we use to provide, maintain and improve the solution. We are providing the below information so that you can understand how we protect and use your information. If you are under 18, we suggest that you review this information with your parents.

This information applies to all end users of our digital learning system. Since McGraw Hill is a service provider to your institution, your institution Educational institutions are best able to provide you with a full understanding of their privacy practices and more information on how their end user's Personally Identifiable Information (PII) is collected, shared, and used. To obtain more detailed information about how PII is collected, used, and shared by your educational institution, please contact the appropriate individual at that institution.

In limited circumstances, end users may also be customers of McGraw Hill and McGraw Hill may market to them as a customer. For example, end users may purchase products or create personal accounts in our web sites. In these circumstances, they would be treated as a customer. For more information on how your data is used as a customer, please review the Customer Data Privacy Notice. By contrast, this End User Data Privacy Notice applies to end users with respect to the information collected and processed as part of a course of instruction within the digital learning solution as determined by their educational institution or employer. Aggregated de-identified end user PII is leveraged by McGraw Hill to improve existing or develop new educational products and services.

McGraw Hill is a global organization. We follow privacy laws and regulations that are applicable to our company and our services in the areas where we do business. Should our privacy practices change, we will update it here, but more importantly, we will notify your educational institution in writing and obtain their consent before implementing any material impact to your privacy rights.



# What is Personal Information?

Personally identifiable information, or PII, is any information relating to an identified or identifiable natural person ("data subject") including personal data as defined under applicable local law. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

## What Personal Information do we collect?

**We collect PII, such as contact information and education details, in order to provide you with the product and/or service requested.**

We only collect the information required to provide, maintain and improve the digital learning solution you use. When you register, or are registered within one of our digital learning solutions, we collect your name, school, instructor, class, and login information. Once you begin using one of our solutions, we collect your input to questions, technical specifications, and other information about how you use the solution. You are not required to provide PII; however, in order to use certain services, we may need to collect certain PII for that service to function properly or for us to provide you with requested information.

Depending on the product, the PII we collect includes information from the following categories:

1. Name, initials, and personal or business-related contact information
  - For our digital learning systems, we collect your name/initials and contact information when you create an account. However, we collect additional PII, or confirm existing PII, if you contact customer service with an issue or question.
  - Education & professional information
  - For some digital learning systems, we collect PII related to your position as an educator or student. This includes the state, district, name of school, courses, etc.
  - In some instances, we collect PII from third parties who provide single-sign-on functions via Learning Management Systems or related tools.

**We automatically collect computer metadata and content to provide, improve, and maintain our products and services.**

When you use our digital learning systems, we automatically collect certain information from you through the use of cookies, web beacons or other tracking mechanisms. This



includes information about your experience such as your IP address, operating systems, pages viewed, and time spent.

Third parties also collect information automatically from you across websites and over time through the use of their own cookies, web beacons, and tracking mechanisms. This information is used to enable the functions of the digital learning system, as well as customize, maintain, and improve our digital learning systems. You may disable cookies via your browser or third party mechanisms. However, some features of our digital learning systems may not function properly without them. Third party cookies that we use include Google Analytics and Webtrends.

If you choose to communicate with or receive communications through our services via phone, text, chat, email, or any other platform for technical support, customer service, or other assistance, those interactions may be recorded and monitored to deliver the solution or information requested by you.

## How do we use personal information?

As mentioned above, we use your information to provide you with the digital learning solution on behalf of your school, in order to meet our contractual obligation to you or your school with respect to the service. For example, to assist with identifying users across products and providing consistent service and to enable sharing of data between our products and your school's learning management system.

We will also process your PII to meet our legitimate interests, for example to improve the quality of services and products.

Except as described in this notice, we limit the use, collection, and disclosure of your PII to the minimum level necessary to deliver the service or information requested by you or your institution. We do not collect, use, or disclose PII that is not reasonably related to a legitimate business purpose necessary to serve you. Your information may also be used in order to maintain and/or improve our services.

Some of our digital learning solutions will use your previous responses to customize your learning experience. This customization is designed to ensure the best possible learning environment for a student without directly driving any determinative outcome.

Provision of your PII may be necessary in order to use the chosen digital learning solution. Failure to provide us with your PII may preclude you from using the digital learning solution.

# Do we sell end-user personal information or use it for marketing purposes?

**We will not sell end user PII or use information from educational records for marketing purposes.**

We will not sell PII to other organizations, nor will we market to students using the information from their educational records (education records are defined as records directly related to a student and maintained by an educational agency or institution, or by a party acting for the agency or institution).

# When do we share personal information?

**In general, we only share your PII in order to provide, maintain, or improve our products or services, or respond to legal requests.**

1. Co-branded/Other Web Sites and Features – We may share your PII with third-party business partners for the purpose of providing the service to you. These third-party business partners include cloud service providers, learning management systems (LMS), other educational software providers, etc. These business partners will be given limited access to the PII that is reasonably necessary to deliver the service, and we will require that such third parties follow the same privacy and security practices as McGraw Hill.
2. Business Transfer – In the event of a sale, merger or acquisition, we will be able to transfer your PII to a separate entity. We will require this entity to use your PII only for authorized purposes and by authorized persons in a manner consistent with the choices end users have made under this notice, and that security, integrity, and privacy of your PII is maintained.
3. Agents/Service providers – We hire other companies to perform certain business-related functions on our behalf and according to our instructions. For example, we provide your PII to service providers that host our platform data in the cloud (e.g., AWS).
4. Affiliates – McGraw Hill is a global corporation that consists of multiple organizations. We share your PII between organizations within McGraw Hill to provide, maintain, and improve our products and services. A list of the companies within the McGraw Hill group is available [here](#).
5. Educational Institutions / Corporation – As we provide products and services to your institution / corporation, we share your data with approved individuals such as administrators or educators.
6. Law Enforcement – In the event that McGraw Hill receives a legal demand for end user data from a law enforcement agency, that request will only be honored if:

1. The request complies with all laws and clearly establishes the legal need for disclosure.
2. The request is related to a specific investigation and specific user accounts are implicated in that investigation.
3. Whenever legally permissible, users shall receive notice that their information is being requested.

McGraw Hill reserves the right to disclose to third parties non-personally identifiable information about our users and their use of the McGraw Hill services. For example, McGraw Hill may disclose aggregate data about the overall patterns or demographics of the users of the McGraw Hill products or services.

## What rights do you have around your personal information?

**As an end-user, you may have the rights to access, export, be informed about, rectify, object to the further processing of, restrict the processing of, withdraw consent to the processing of, and erase your personal information.**

If you are or were a student, instructor, or administrator at an educational institution using a McGraw Hill digital product, you must direct any requests to exercise your data subject rights to the appropriate representative at your institution. Otherwise, you may reach out to McGraw Hill directly on the requests below:

1. Access and rectification – We strive to ensure that the PII we have about you is accurate and current. You may obtain confirmation as to whether or not PII concerning you exists, regardless of whether PII has already been recorded, and be communicated such information in a readily understandable form.
2. Choice & Objection to processing – With limited exceptions, you may choose to change how we use your PII at any time. However, if the PII is required in order to provide you with the service or process a transaction, you may not be able to opt-out without canceling the transaction or service. You may object, in whole or in part, on legitimate grounds, to the processing of your PII, even where such processing is relevant to the purpose of the collection. Please know that if we do receive a request to objection to the further processing of your information, you may no longer be able to access or use the digital learning solution.
3. Withdraw consent – Your educational institution is responsible for obtaining your consent, where required. McGraw Hill obtains consent from your institution to collect, process, and store your PII.
4. Restriction of processing: In specific cases (e.g., if you challenge the accuracy of the PII, while this is being checked), you can request a restriction on the processing of your PII, which can only be processed to file or defend claims.
5. Information – You have the right to be informed a) of the source of the PII; b) of the purposes and methods of the processing; c) of the logic applied to the

processing, if processing is carried out with the help of electronic means; d) of the identity of the data controller and data processors; and e) of the entities or categories of entities to whom the PII may be communicated and who may have access to such PII in their capacity as data processor(s) or person(s) in charge of the processing.

6. Data portability – You have the right to export your PII from our systems in a readily accessible file type.
7. Erasure – You may request erasure, anonymization or blocking of a) PII that have been processed unlawfully; b) PII whose retention is unnecessary for the purposes for which it has been collected or subsequently processed. You can obtain certification to the effect that such operations, as well as their contents, have been notified to the entities to whom the data were communicated, unless this requirement proves impossible or involves a manifestly disproportionate effort. Since your educational institution has hired us to manage this information for them, we ask that you or your parent make any request to delete your information directly to your school. Please know that if we do receive a request to delete your information, you may no longer be able to access or use the digital learning solution.

## How do we protect personal information?

**Our IT security team has established industry standard security measures to protect your PII from unauthorized access and use.**

McGraw Hill takes reasonable precautions to protect your information. When you submit PII via the digital learning system, your information is protected both online and off-line. McGraw Hill utilizes reasonable security measures to protect the security and confidentiality of your PII from unauthorized access and use.

## How long do we retain personal information?

We will retain your data for the minimum amount of time necessary to accomplish the purpose for which it was collected, and thereafter no longer than is permitted under McGraw Hill's data retention policies. We will retain and use your data as necessary to comply with our obligations, resolve disputes and enforce agreements.

For information on the retention period that applies, reach out to the Privacy Office by emailing [privacy@mheducation.com](mailto:privacy@mheducation.com) or calling +1-646-766-3199.

# When do we transfer personal information overseas?

**McGraw Hill is a global organization. Depending on your location, and the product or service, your information may be stored and processed within secure data centers at one or many of our locations. McGraw Hill has committed to meeting the requirements of local data protection laws, including EU law, to the extent required. If your data is stored locally, then your local laws prevail.**

We recognize and acknowledge current data protection laws in the European Union, Switzerland, and around the world. To comply with privacy laws in the European Union, we have implemented appropriate contracts for the international transfer of PII, on the basis of the standard contractual clauses approved by the European Commission and other international models as required by local law, to provide a legal mechanism for transferring data to McGraw Hill locations globally. For more information on the aforementioned model contracts and how to obtain a copy of the contract, please contact the Privacy Office at [privacy@mheducation.com](mailto:privacy@mheducation.com) or +1-646-766-3199.

## U.S. K-12 Student Privacy Pledge

McGraw Hill is a signatory to the [Student Privacy Pledge](#) and is committed to protecting student information. If a materially adverse change is made to this notice, we will notify your educational institution and seek their consent for this change.

Version 2.0 2/15/2022, 1:26:40 PM

# Privacy policy

## Overview

Pearson Education, Inc. presents this site to provide information about Pearson products and services. It serves as a front door to many of our products and services offered in the United States and allows you to connect with us in a variety of ways.

This privacy policy provides an overview of our commitment to privacy and describes how we collect, protect, use and share personal information collected through this site. Please note that other Pearson websites and online products and services have their own separate privacy policies.

## Collection and use of information

To conduct business and deliver products and services, Pearson collects and uses personal information in a variety of contexts, including:

### Products and Services

Our online products and services post specific privacy policies. We collect personal information for the purpose of providing our online products and services. The privacy policy applicable to an online product or services is posted on that product or service.

### Support

Our support sites provide resources to help users of our products and services. Users may also submit requests for assistance through the support portals on those sites. The privacy policy applicable to a support site is posted on that support site.

### Questions and Inquiries

For inquiries and questions, we collect the inquiry or question, together with name, contact details (email address, phone number and mailing address) and any other additional information voluntarily submitted to us through a Contact Us form or an email. We use this information to address the inquiry and respond to the question.

## Online Store

For orders and purchases placed through our online store, we collect order details, name, institution name and address (if applicable), email address, phone number, shipping and billing addresses, credit/debit card information, shipping options and any instructions. We use this information to complete transactions, fulfill orders, communicate with individuals placing orders or visiting the online store, and for related purposes.

## Surveys

Pearson may offer opportunities to provide feedback or participate in surveys, including surveys evaluating Pearson products, services or sites. Participation is voluntary. Pearson collects information requested in the survey questions and uses the information to evaluate, support, maintain and improve products, services or sites, develop new products and services, conduct educational research and for other purposes specified in the survey.

## Contests and Drawings

Occasionally, we may sponsor a contest or drawing. Participation is optional. Pearson collects name, contact information and other information specified on the entry form for the contest or drawing to conduct the contest or drawing. Pearson may collect additional personal information from the winners of a contest or drawing in order to award the prize and for tax reporting purposes, as required by law.

## Employment

We collect personal information from individuals seeking employment. We use personal information submitted through our online employment application portals to evaluate applications for employment.

## Contractors and Authors

We collect personal information from individuals, who are our contractors and authors, for purposes of our contractual relationship and agreement. This information may include name, contact information, contractual details, banking information required to submit payment, and social security number or tax



identification number and other information required to comply with applicable tax laws.

## Other Collection and Use of Information

### Application and System Logs

Pearson automatically collects log data to help ensure the delivery, availability and security of this site. Log data may include technical information about how a user or visitor connected to this site, such as browser type, type of computer/device, operating system, internet service provider and IP address. We use this information for support purposes and to monitor the health of the site, identify problems, improve service, detect unauthorized access and fraudulent activity, prevent and respond to security incidents and appropriately scale computing resources.

### Web Analytics

Pearson may use third party web trend analytical services, including Google Analytics, to collect visitor information, such as IP addresses, browser types, referring pages, pages visited and time spent on a particular site. While these analytical services collect and report information on an anonymous basis, they may use cookies to gather web trend information. The information gathered may enable Pearson (but not the third party web trend services) to link information with application and system log data. Pearson uses this information for system administration and to identify problems, improve service, detect unauthorized access and fraudulent activity, prevent and respond to security incidents, appropriately scale computing resources and otherwise support and deliver the Services.

### Cookies and Related Technologies

This site uses cookies and similar technologies, as further explained in our [Cookies Policy](#). Browser controls and other tools may be used to control, block or delete cookies and these technologies. Disabling or blocking cookies and such technologies, however, may prevent or impair functionality and use of the site.

### Do Not Track

This site currently does not respond to Do Not Track signals.

## Security

Pearson uses appropriate physical, administrative and technical security measures to protect personal information from unauthorized access, use and disclosure.

## Children

This site is not directed to children under the age of 13.

## Marketing

### Pre-Kindergarten – 12th Grade Students and Minors

Pearson will not knowingly send or direct marketing communications to students in pre-kindergarten through 12th grade or anyone under the age of 18.

### Adults

Except as otherwise provided in privacy policies related to specific contexts, such as a product or service privacy policy, Pearson may send or direct marketing communications to adults, provided that

- Such marketing is consistent with applicable law and Pearson's legal obligations.
- Pearson will not knowingly direct or send marketing communications to an individual who has expressed a preference not to receive marketing.
- Where required by applicable law, express or implied consent to marketing exists and has not been withdrawn.

Pearson may provide personal information to a third party service provider on a restricted basis to provide marketing solely on behalf of Pearson and affiliated Pearson companies, but not for marketing of any third party products or services. Pearson does not permit third-party ad networks or similar services to access or collect Personal Information within this site.

Marketing preferences may be changed at any time.

## Sale of Personal Information

Pearson does not rent or sell personal information in exchange for any payment of money.

While Pearson does not sell personal information, as defined in Nevada law, Nevada residents may email a request for no sale of their personally identifiable information to [NevadaDesignatedRequest@pearson.com](mailto:NevadaDesignatedRequest@pearson.com).

## Supplemental Privacy Statement for California

### Residents

California residents should read our [Supplemental Privacy Statement for California Residents](#) in conjunction with this Support Privacy Policy. The [Supplemental Privacy Statement for California Residents](#) explains Pearson's commitment to comply with California law and applies to personal information of California residents collected in connection with this site and the Services.

## Sharing and Disclosure

Pearson may disclose personal information, as follows:

- As required by law.
- With the consent of the individual (or their parent, if the individual is a minor)
- In response to a subpoena, court order or legal process, to the extent permitted or required by law
- To protect the security and safety of individuals, data, assets and systems, consistent with applicable law
- In connection the sale, joint venture or other transfer of some or all of its company or assets, subject to the provisions of this Privacy Policy
- To investigate or address actual or suspected fraud or other illegal activities
- To exercise its legal rights, including enforcement of the Terms of Use for this site or another contract
- To affiliated Pearson companies and other companies and organizations who perform work for Pearson and are obligated to protect the privacy of personal information consistent with this Privacy Policy
- To a school, organization, company or government agency, where Pearson collects or processes the personal information in a school setting or on behalf of such organization, company or government agency.

## Requests and Contact

Please [contact us](#) about this Privacy Policy or if you have any requests or questions relating to the privacy of your personal information.

## Changes to this Privacy Policy

We may revise this Privacy Policy through an updated posting. We will identify the effective date of the revision in the posting. Often, updates are made to provide greater clarity or to comply with changes in regulatory requirements. If the updates involve material changes to the collection, protection, use or disclosure of Personal Information, Pearson will provide notice of the change through a conspicuous notice on this site or other appropriate way. Continued use of the site after the effective date of a posted revision evidences acceptance. Please [contact us](#) if you have questions or concerns about the Privacy Policy or any objection to any revisions.

**Last Update: January 1, 2020**