Privacy Policy
Revised: May 25, 2020

Introduction

Storylabs is an educational technology company that offers a smart, online delivery of independent curricula. We let teachers and publishers synthesize, share, and/or sell their favorite curricula and their favorite EdTech tools to deliver a trackable, online learning experience.

At Storylabs, we take security and privacy seriously. This Privacy Policy ("Privacy Policy") describes the types of information that may be collected or processed by us or that website users provide to us when visiting our website www.storylabs.online, or when registering with, installing, downloading, accessing, or otherwise using the content or applications we provide.

We use the term "Personal Data" in this policy to refer to information that personally identifies a user of Storylab's platform as well as other information we receive or create in the course of a User's usage of the Platform that is linked to information that personally identifies a User.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website or application. By accessing or using this Website or application, you agree to this Privacy Policy. This policy may change from time to time (see Section 10 Privacy Policy Changes).

Information We Collect:

We collect Personal Data in different ways. We collect Personal Data directly when Users register for a Storylabs account or when a teacher invites a student to join their class on the Platform by entering the student's email into the Platform and sending the student an email invitation.

We collect several types of information from and about users of our Website. This includes information by which you may be personally identified, such as a name, e-mail address, username or any other information the Website collects that is defined as personal or personally identifiable information under an applicable law ("personal data"), and information about you in the aggregate that does not individually identify you, such as your internet connection, the equipment you use to access our Website, and usage details.

1. **Information You Provide:**

- *Requests and Forums.* If you submit a request (through email, text, or other electronic communication) for information or otherwise contact us through our Website, we record your request and can copy your correspondence and your identifying contact information (for clarity, references to "Contact Information" throughout this Privacy Policy includes name, email address, phone number, and address).

- *Account Information.* Information that you provide by using software, applications, or filling in forms on the Website. This includes information provided at the time of registering to use the Website, such as subscribing to our service, payment information submitted when creating a profile or selecting an activity, posting material or requesting further services. Details of transactions you carry out through the Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the Website.

- *Surveys and Contest.* Your responses to surveys that we might ask you to complete for research purposes. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with the Website.

You also may provide information to be published or displayed ("Posted") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "User Contributions"). Your User Contributions are posted on and transmitted to others at your own risk. We cannot control the actions of other users of the Website with whom you may choose to share your User Contributions.

2. **Information Collected Automatically:**

This policy applies to information we collect automatically as you use the Website, content or data, or interact with third-party websites, applications or software. Information collected automatically may include:

- *Log Information:* We collect log information about your use of the Services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Services.

- *Device Data:* Like most web-based services, we (or our Service Providers) may automatically receive and log information from your browser or your device when you use our Platform ("Device Data"). Device data received could include information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number. Additionally, we may automatically collect certain details of your access to and use of the Website, including traffic data, location data, logs, and other

communication data and the resources that you access and use on or through the Website or related applications.

- *Usage Data:* User interactions with our Platform generates data we refer to as "Usage Data". Usage Data for Student Users may include how a student performed on select lessons, when a student starts and stops a lesson, and student responses in their notebook. Usage Data for Educator Users may include their class rosters, the lessons they have created and assigned, and their class preferences. Usage Data will be used for educational and product development purposes only.

- If you use Storylab on different devices, we may link the information we collect from those different devices to help us provide a consistent Platform experience across your different devices.

These do not apply to information we collect offline or through any other means, including on any other website operated by Company or any third party; or any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

If you provide us any Personal Data relating to other individuals, you represent that you have the authority to do so and permit us to use the Personal Data in accordance with this Privacy Statement. If you believe that your Personal Data has been provided to us improperly, or to otherwise exercise your rights relating to your Personal Data, please contact us by using the information in Section 11 below.

How We Use Data:

We use the Personal Data we collect and process to provide, maintain, and improve our services and may also use the Personal Data we collect to:

- Deliver better and more personalized services.
- Estimate our audience size and usage patterns.
- Store information about your use and preferences.
- Enhance the content and any other products or services we may offer.
- Enhance any applications or software we offer as part of the Website.
- Enhance the Website.
- Recognize you when you return to or use the Website.
- To present the Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To develop new products or services.

- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account or subscription, including expiration and renewal notices.
- To carry out our obligations and monitor and enforce our rights arising from your use of the Website, software, content or services, or any contracts entered into between you and us, including for licensing, billing and collection.
- To notify you about changes to the Website or any products or services we offer or provide though it.
- To allow you to participate in interactive features through the Website.
- To audit compliance with our Terms and licensing.
- To facilitate third-party applications or services.
- In any other way we may describe when you provide the information.

How We Collect Data Automatically

- *Cookies (or browser or mobile cookies).* Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. You may refuse to accept cookies by activating the appropriate setting. However, if you select this setting you may be unable to access certain parts of the Website.

- *Flash Cookies*. Certain features of the Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on the Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.

- *Web Beacons.* Pages of the Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages and for other related website or application statistics (such as, recording the popularity of certain website or application content and verifying system and server integrity).

3. **Third-Party Usage**

Certain third-parties may use automatic information collection technologies to collect information about you when you use the Website. The information they collect may be associated with your personal data or they may collect information, including personal data, about your online activities over time and across different websites, applications, and other online services.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible third-party directly.

We do not disclose, share, rent, or sell any User Information to any third parties for commercial uses, such as targeted advertising. We only disclose or share User Information with bona fide Service Providers for purposes related to or arising out of the ordinary course of creation, development, operation, service, and maintenance of the Platform. Such bona fide Service Providers shall only use such User Information for such purposes and not to sell such User Information under any circumstances.

Service Providers who do help us operate our Platform must adhere to privacy and security obligations in a manner consistent with the Company's policies and practices.

4. Educator Users and Student Data

If you are a Student User using the Platform in connection with a teacher, school, or district (a "School"), your School administrator(s) and teacher(s) ("Educator Users" and each an "Educator User") may have the ability to access, monitor, use, edit, delete or disclose data related to Student Data. Additionally, Educator Users may create Student User accounts on behalf of students and in so doing, provide Storylab with the Personal Data of students. If you are an Educator User, you agree that you will obtain and maintain all required consents from Student Users or their parents or legal guardians (when such Student Users are under the age of 13 or the age of consent in the state in which the Student resides) to allow: (i) your access, monitoring, use, editing, deleting, and disclosure of their Student Information and our providing you with the ability to do so, and (ii) your Student Users' use of the Platform.

If you are a Student User using the Platform in connection with a School and do not believe you or your parent or guardian has provided consent for the School or its Educator Users to access, monitor, use, edit, delete, or disclose data related to your Usage Data and Personal Data, please contact us immediately at info@storylabslanguage.com.

5. Viewing and Correcting Information

A parent or guardian may review Student Information in the applicable student's records by viewing the Student's Storylabs account. The Platform enables any Educator User to permit parents, legal guardians, and eligible pupils to review personally identifiable information contained in Student Data, and to correct erroneous information, in accordance with procedures established by the School.

To the extent that a User opts to share his or her profile with his or her parent or guardian, such User expressly agrees to such sharing and all related responsibilities and liabilities therewith. Minor Users or Child Users cannot opt-out of sharing his or her profile with his or her parent or guardian. Parents, legal guardians, or eligible students may review student Personal Data and correct erroneous information by contacting their educational institution. **Our Platform provides educational institutions with the functionality required to assist educational institutions in responding to requests from parents, legal guardians, or students to inspect and review Personal Data and categories of data being held in education records.** Additionally, users may access, correct, update, or delete personal information in their profile by signing into a console, accessing their user account, and making the appropriate changes.

We fully comply with the Requirements for Accessible Electronic and Information Technology Design as laid out by the U.S. Department of Education here.

6. **How Long We Keep Data**

Following the termination of a license, a School may request that we deactivate and de-identify Student Information and we will do so, unless the School or applicable regulations require the retention of such data, in which case the records shall be de-identified upon the expiration of the retention period.

In the case of a request for deactivation and de-identification, the following happens:

● We will encrypt all of the Personal Data in the relevant Student User accounts. This means that their email, first name, last name, salutation, and username get replaced with a long, meaningless identifier that is randomly assigned. This is a one-way change, and we can never recover the identity associated with the account after this step. We will perform this obfuscation in our database, all backups that we maintain, and in any Service Providers that we use to deliver the Platform.
● We will retain all Usage Data associated with the accounts to improve the Platform. These reasons include, but are not limited to: internal data analytics and prevention of fraud and abuse.
● This action results in the deactivation of the impacted Student User accounts, preventing them from being used or restored in the future.
● In order to request an account reactivation, please contact us at info@storylabslanguage.com. To request that Student Information be de-identified, please contact us at info@storylabslanguage.com

Please note that the requested deletion will be as comprehensive as possible but is always subject to issues outside of our control, including applicable regulations and laws, your actions and the actions of third parties. We may also need to retain a copy of certain information for legal compliance purposes, including, without limitation, to avoid identity theft or fraud.

We will delete or de-identify personal information when it is no longer needed, upon expiration or termination of our agreement with an educational institution with any deletion or de-identification to be completed according to the terms of our agreement with the educational institution, or at the direction or request of the educational institution.

7. Disclosure

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this Privacy Policy:
- To contractors, service providers, and other third parties we use to support our business and are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them or which you consent to.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Company's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Company about the Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:
- To comply with any court order, law or legal process, including responding to any government or regulatory request.
- To enforce and apply our Terms, terms of sale, or licensing of goods or services, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

8. **Your Choices**

There are mechanisms available to provide you with control over your information:
- *Tracking Technologies and Advertising*. You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- *Promotional Offers from the Company.* If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to info@storylabslanguage.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt-out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

9. **Security**

We have implemented reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We also urge you to be careful about giving out information in public areas of the Website like message boards. Other users of the Website may view any information you share in public areas.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted in relation to the Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Storylabs is committed to preventing unauthorized access to our systems and data, and will investigate any possible occurrence. In the event of a breach of personal data, StoryLabs will comply with all relevant breach laws. We make concerted good faith efforts to maintain the security of personal information. Outages, attacks, human error, system failure, unauthorized use, or other factors may compromise the security of user information at any time. If we learn of

a security breach or other unauthorized disclosure of your Personal Data, we will attempt to notify you so that you can take appropriate protective steps by posting a notice on our homepage (www.storylabs.online) or elsewhere in our Service and we will send email to you at the email address you have provided to us. Additionally, we will notify the primary administrative contact at your school or district by email and telephone and assist with their efforts to ensure your notification. Any such notice will include:

- The date of the breach.
- The type of information that was subject to breach.
- General description of what occurred.
- Steps we are taking to address the breach.
- The contact person with Storylabs who you can contact regarding the breach.

10. Privacy Policy Changes

It is our policy to post any changes we make to our Policy on this page. If we make material changes to how we treat our users' personal data, we will notify you at least 30 days in advance by posting the new privacy policy on this page and with a notice that the privacy policy has been updated. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting the Website and this Policy to check for any changes.

11. Contacting Us

To exercise your rights regarding your Personal Data, or if you have any questions regarding this Privacy Statement or our privacy practices, please:

E-mail us at info@storylabslanguage.com,
Call 1-(530) 350-9272, or
Write us at:

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5000 Windplay Drive Suite 3-203
El Dorado Hills, CA 95762