

immersionED

Privacy Policy

Last Updated: March 23, 2024

Your privacy is important to us at immersionED, Inc. and its affiliates (collectively “**immersionED**,” “**we**,” “**us**,” or “**our**”), and we are committed to safeguarding, preserving, and respecting your privacy rights. This online privacy statement (the “**Statement**” or “**Policy**”) describes how we collect, use, disclose, and secure the personal information we gather about you through our website, <https://www.immersioned.org/>, (the “**Site**”), our applications and games (“**Games**”), and when you otherwise interact with us (collectively, the “**Services**”).

For purposes of this Statement, personal information means data that classifies as personal information, personal data, personally identifiable information, or similar terms under applicable data privacy and security laws and regulations. It does not include data excluded or exempted from those laws and regulations, such as aggregated, anonymized, or deidentified data. Nothing in this Statement will constitute an admission or evidence that any particular data privacy or information security law or regulation applies to immersionED generally or in any specific context.

1. You Consent to This Statement

You should read this Statement carefully, so that you understand our privacy practices and our [Terms of Use](#). By accessing, browsing, downloading, or otherwise using the Services, you confirm that you have read, understood, and agreed with this Statement. If you do not agree to this Statement, you may not use the Services.

This Statement and the Terms of Use apply regardless of how the Services are accessed and will cover any technologies or devices by which we make the Services available to you.

We may provide you with additional privacy notices where we believe it is appropriate to do so. It is important that you read this Statement together with any other privacy notice or terms we may provide on specific occasions, so that you are fully aware of how and why we are using your data. This Statement supplements these other notices and is not intended to override them.

If you have any questions or concerns about our personal information policies or practices, you can contact us in the methods described in the “**Contact Us**” section below.

2. What Types of Information Do We Collect?

We collect information you voluntarily provide directly to us, information that we collect automatically when you interact with the Services, and information collected from third parties. The categories of personal information that we collect and the purposes for which we collect that information are described below.

(a) Categories of Personal Information We Collect

The following list describes the categories of personal information we collect.

- *Analytics Information.* We collect certain analytics information automatically as you navigate our Services. This includes cookies, tracking pixels, tags or similar tools, which may collect information about your browser, device, geolocation, and interactions with the Services, Site, or

emails. For more information, please view the “**How Do We Use “Cookies” and Other Tracking Technologies?”**” section below. We collect this information for the purposes of account management, advertising and marketing, analytics and research, customer service, providing the Services, and website security and maintenance.

- *Contact Information* includes name, email address, postal mailing address, contacts you choose to submit, and phone number. We do not collect Contact Information from minors unless it is part of Student Account Information. We collect this information when you provide it directly to us such as signing up for newsletters, requesting information about immersionED services, creating an account, or filling out a form. We collect this information for the purposes of advertising and marketing, analytics and research, and customer service.
- *Payment and Commercial Information* includes name, address, phone number, third party payment service provider-related information, debit or credit card information, purchase and participation history, or other payment processing information. We, or our service providers, collect this information for the purposes of account management, customer service, providing the Services, and website security and maintenance.
- *Performance Information* includes the results of student-users’ quizzes they complete as they navigate the Games, questions answered, where the student is in the curriculum, features they interact with, and other similar information to enable student progress monitoring. We collect this information when you provide it directly to us. We collect this information for providing our Services, analytics and research, and customer service. We share this information with the student-users’ teachers or school administrators.
- *Responses to Surveys and Questionnaires* includes information you provide to us when you respond to marketing materials, promotions, contests, or other surveys. We collect this information for the purposes of advertising and marketing, analytics and research, and customer service.
- *Student Account Information* includes first name, last initial, email address, school, grade, username, and password of student-users who play the Games. We collect this information for the purposes of account creation and maintenance, analytics and research, customer service, providing the Services, and website security and maintenance.
- *Teacher Account and Contact Information* includes first name, last name, email address, telephone number, number of students, school, school district, school address, grade level, school administrators, and other school officials that use the Services. We collect this information when you provide it directly to us such as signing up for the Services, signing up for newsletters, requesting information about immersionED services, creating an account, or filling out a form. We collect this information for the purposes of account creation and maintenance, advertising and marketing, analytics and research, customer service, providing the Services, and website security and maintenance.

(b) Other Ways We May Collect, Use, or Share the Information

We may also reserve the right to collect, use, or share personal information for the following purposes:

- *To Provide the Services.* We will use your personal information to provide the Services, including to improve operations and offerings, and for security purposes.
- *To Present the Site.* We will use personal information to present our Site and its contents in a suitable and effective manner for you and your device.

- *For Legal Purposes.* We reserve the right to cooperate with local, provincial, state, federal and international officials in any investigation requiring either personal information or reports about lawful or unlawful user activity on this site. We also reserve the right to share your personal information to establish, exercise, or defend our legal and property rights, including providing information to others for the purposes of fraud prevention. We may also share your personal information with any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
- *Business Transactions or Mergers.* We reserve the right to share your personal information to third parties as part of any potential business or asset sale, merger, acquisition, investment, round of funding, or similar type of transaction. Additionally, if we are entering into a corporate transaction with a third party, we may receive personal information in connection with the diligence. If we close a transaction, the third party may transfer personal information, which we would use as described in this Policy.
- *Bankruptcy or Insolvency.* In the event of bankruptcy, insolvency, or dissolution proceedings, we may share your personal information with third parties as part of the sale or reorganization process.
- *Service Providers.* We use service providers to perform various functions on our behalf. Such service providers will be under contractual obligations to safeguard your personal information and only process it in accordance with our instructions, or as otherwise permitted by applicable laws. We may also receive personal information from service providers.
- *Business Partners and Affiliates.* We may collect personal information from and share personal information with our business partners and affiliates, including legal advisors and financial advisors, co-branded partners, and leaderboards. We may combine that information with other information we collect about you, but we will always use the information as described in this Policy. We may also share information with our affiliates, subsidiaries, joint ventures or other companies under common control.

3. How Do We Use “Cookies” and Other Tracking Technologies?

We may send one or more cookies to your computer or other device. We may also use other similar technologies such as tracking pixels, tags, or similar tools when you visit our Site. However, we do not use tracking tools on our Games. These technologies can collect data regarding your operating system, browser type, device type, screen resolution, IP address, and other technical information, as well as navigation events and session information as you interact with our Services. This information allows us to understand how you use the Services.

(a) What Are Cookies?

Cookies are small files created by websites, including our Services, that reside on your computer’s hard drive and that store information about your use of a particular website. When you access our Site, we use cookies and other tracking technologies to:

- Estimate our audience size and usage patterns;
- Store information about your preferences, allowing us to customize our Services according to your individual needs;
- Contact you to provide you with information or services that you request from us;

- Advertise new content, events, and services that relate to your interests;
- Provide you with more personalized content that is most relevant to your interest areas; and
- Recognize when you return to our Services.

We set some cookies ourselves and others are set by third parties. You can manage your cookies preference as described in the “**Managing Your Cookies**” section below.

(b) What Types of Cookies Do We Use and Why?

The following chart lists the different types of cookies that we and our service providers use on the Services, examples of who serves those cookies and links to the privacy notices and opt-out information of those cookie servers. Because the specific cookies we use may vary over time, as well as differ by the specific page you are browsing, the below chart is illustrative only.

Types of Cookies	Purpose	Who Serves (for example)
Essential	These cookies are required for the operation of the Services and enable you to move around the Services and use its features. Disabling these cookies can negatively impact the performance of Services.	immersionED Google (Website)
Functionality	These cookies are used to recognize you when you return to the Services. This enables us to personalize content for you and remember your preferences. These cookies also enable your interactions with the Services such as emailing us and customer support chat.	immersionED Google (Website)
Analytics, Performance, and Research	These cookies, beacons, and pixels allow us to analyze activities on the Services. They can be used to improve the functioning of the Services. For example, these cookies recognize and count the number of visitors and see how they move around the Services. Analytics cookies also help us measure the performance of our advertising campaigns to help us improve them and to optimize the content on the Services for those who engage with our advertising.	immersionED Google (Website)
Advertising	These cookies and pixels are used to deliver relevant ads, track ad campaign performance, or track email marketing.	Google (Website)

We do not use analytical tools in a manner that discloses to third parties that a specific person viewed specific video materials.

(c) How Long Do Cookies Stay on My Device?

Some cookies operate from the time you visit the Services until the end of that particular browsing session. These cookies, which are called “session cookies,” expire and are automatically deleted when you close your Internet browser.

Some cookies will stay on your device between browsing sessions and will not expire or automatically delete when you close your Internet browser. These cookies are called “persistent cookies” and the length of time they will remain on your device will vary from cookie to cookie. Persistent cookies are used for a number of purposes, such as storing your preferences so that they are available for your next visit and to keep a more accurate account of how often you visit the Services, how your use of the Services may change over time, and the effectiveness of advertising efforts.

(d) Managing Your Cookies

It may be possible to block cookies by changing your Internet browser settings to refuse all or some cookies. If you choose to block all cookies (including essential cookies), you may not be able to access all or parts of the Services.

You can find out more about cookies and how to manage them by visiting www.AboutCookies.org.

(e) Does the Site Respond to “Do Not Track” Signals?

At this time, our Site does not respond differently based on a user’s Do Not Track signal.

4. Nevada Users’ Rights

Under Nevada law, certain Nevada consumers may opt out of the sale of certain personally identifiable information for monetary consideration to a person for that person to license or sell such information to additional persons. We do not sell personally identifiable information under Nevada law.

If you are a Nevada resident who has purchased or leased goods or services from us, you may (A) submit a request to opt out of any potential future sales, and/or (B) request changes to your Covered Information by emailing us at platform_admins@immersioned.org. Please note we will take reasonable steps to verify your identity and the authenticity of the request.

5. Advertising and Marketing Choice

We respect your rights in how your personal information is used and shared. We may communicate with you via email, telephone, postal mail, and/or your mobile device about our products and services. If at any time you would like to unsubscribe from receiving future marketing emails, you can email us at platform_admins@immersioned.org or follow the instructions at the bottom of each applicable email, and we will promptly remove you from those marketing correspondences that you choose to no longer receive. Please note, however, that we may still need to contact you regarding other matters.

6. How Long Is Your Personal Information Kept

We will retain your personal information until the personal information is no longer necessary to accomplish the purpose for which it was provided. We may retain your personal information for longer periods for specific purposes to the extent that we are obliged to do so in accordance with applicable laws and regulations, to protect you, other people, and us from fraud, abuse, an unauthorized access, as necessary to protect our legal rights, or for certain business requirements.

We will delete your personal information when it is no longer necessary for the purpose for which it was collected, or upon your request, subject to exceptions as discussed in this Statement or under applicable law, contract, or regulation.

You can access and update certain personal information immersionED holds about you at any time by logging into your account via the Services.

7. Our Commitment to Data Security

The security of your personal information is important to us. We take various reasonable organizational, administrative, and technical measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. If required by law to do so, we will notify you and/or the relevant supervisory authority in the event of a data breach.

However, we cannot and do not guarantee complete security, as it does not exist on the Internet.

8. Where Your Personal Information Is Held

We process personal information on our servers in the United States of America, and may do so in other countries. If you use our Services or otherwise provide us with information from outside of the United States, you expressly consent to the transfer of your data to the United States, the processing of your data in the United States, and the storage of your data in the United States.

9. Third Party Links

immersionED's Services may contain links to third-party websites. When we provide links, we do so only as a convenience and we are not responsible for any content of any third-party website or any links contained within. It is important to note that this Statement only applies to immersionED's Services. We are not responsible and assume no responsibility for any personal information collected, stored, or used by any third party as a result of you visiting third-party websites. We also advise that you carefully read the privacy notice of any third-party websites you choose to visit.

10. Children's Privacy

Collection of Children's Information. Protecting the privacy of the very young is especially important. Some of our Services are intended for children under 13 years of age. We do not knowingly collect or otherwise process personal data from anyone under 13 without first obtaining verified permission from that child's parent or legal guardian, such as through forms distributed by their school or teacher. This Policy, along with any additional parental consent forms provided as part of the provision of the Services to children, describes our privacy practices including the way we collect and process your child's information.

immersionED does not ask for or require children to provide personal information beyond that which is reasonably necessary to support the operation of immersionED's Services.

Obtaining Your Consent. Before your child uses our Services, we will obtain your affirmative and verifiable consent. We will obtain your consent by (1) providing you this Policy, asking whether you consent to these practices; or (2) via your child's teacher or school administrator who can provide consent on your behalf. When we obtain consent via your child's teacher or school administrator we will do so only if information is used for a school-authorized educational purpose and for no other commercial purpose.

Information We Collect About Children. When you or your child's teacher or school administrator registers or creates an account for our Services on behalf of your child and you consent to the processing of your child's personal data (or the teacher or school administrator consents on your behalf), we will

collect the information listed in this Policy from you about your child. We may also collect certain information from you (the parent or guardian), as required by law or regulation. The information we collect about children under 13 includes includes first name, last initial, email address, school, grade, username, and password of student-users who play the Games. If you are aware of a user under the age of 13 who has provided immersionED personal data without the appropriate parental consent, please contact us at platform_admins@immersioned.org

How We Use and Share Information About Children. After we receive your permission to provide Services to your child, we will collect, store, and disclose personal data necessary to provide those Services to your child. We may share information about your child and your child's use of the Services with service providers and otherwise, as required or permitted by law or regulation.

Your Choices About Your Child's Information. You have control over the ongoing collection, use, and disclosure of your child's personal data. You may also request deletion of your child's personal data at any time. You have the right to consent to immersionED's collection and use of your child's personal data while withholding consent for disclosure of that personal data to third parties. If you elect for us to refrain from sharing your child's personal data with our service providers, your child may not be able to continue accessing our Services. You may review, delete, or prohibit further collection of your child's information at any time by contacting us. If you have further questions or requests related to our online collection of information from children, please contact platform_admins@immersioned.org.

11. Policy Changes

This Statement may change from time to time. If we need to change this Statement at some point in the future, we will post any changes on this page. If we make a significant or material change to this Statement we will notify you via email. You should check these terms when you use the Site. Your continued use of the Services constitutes acceptance of the most current version of this Statement.

12. Contact Us

If you have any questions about this Privacy Policy, please contact us by email at platform_admins@immersioned.org.