

LearnUp Centers Privacy Policy

LearnUp Centers of San Francisco (“**LearnUp**” or “**we**”) takes your concerns about privacy seriously. This Privacy Policy (“**Privacy Policy**”) explains how we collect, use, and protect your information on or through this website, including mobile site, blog, app, email, social media, feature, software, product, service, information, or content made available, displayed, or offered by or through LearnUp (collectively, this “**Site**”). By using this Site, you consent to LearnUp’s Privacy Policy. If you have any question about this Privacy Policy, please contact us at learntoread@learnupcenters.org. Changes to the Privacy Policy

From time to time, LearnUp may change or update the Privacy Policy to address new issues, evolving technologies, changes in our Site, or other business practices. These changes may be made at any time with or without prior notice. We encourage you to review this page each time you visit our Site. By using this Site, you are accepting the then-current version of the Privacy Policy.

I. Data Collection

We may collect your personally identifiable information (“**PII**”). PII, as used in U.S. privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. For example, the PII we may collect from you may include:

- Domain name and Internet Protocol (IP) address;
- E-mail address;
- Contact information (including, name, address, zip code, country, and phone number);
- Gender;
- Financial information, such as account or credit card numbers;
- User-specific and aggregate information on areas of the Site accessed and the services used;
- Username and password information for the Site or services; and
- Other information you volunteer to the Site or through other means of communication, such as responses, registrations, surveys, reviews, comments, confirmations, emails, postings, messages, telephone calls, written correspondence or other electronic submissions and communications sent by you to the Site.

You may be asked to enter your email address or other details when you take certain actions on or through our Site, such as enrolling in tutoring curriculums, registering for membership or a reading assessment, subscribing to our e-newsletter, posting or commenting on our forums, listings, or blog, signing up for classes or events, placing an order, or otherwise entering information on our Site. If you choose not to provide such information, you can still use the Site anonymously, but will not be able to use those services for which such information may be required.

There may be occasions in which we request optional demographic information, such as gender or age, to personalize our offerings or correspondence to you or to distinguish adults from minors.

II. IP Address

We may collect and use your IP address to administer our Site effectively. An IP address is the number assigned to the computer that is connected to the Internet. It is essentially “traffic data” which cannot render you personally identifiable, but is helpful to us for improving our services. For example, it enables us to display content according to your preferences, diagnose problems with our server, and identify which areas of the Site are most heavily used. Such traffic data collection does not follow a user’s activities on any other sites in any way.

III. Cookies

As with many websites, LearnUp may use the standard “cookies” feature of major web browsers to enhance your user experience. Cookies are small files that a website or a service provider stores on your computer that contain certain information about the user. As an example, planting and collecting a cookie may enable us to remember the specific program page you have visited or items on your shopping cart so that the next time you return to our Site you do not have to select that studio or item again. We may also use third party services to track this information on our behalf.

You may set your web browser (e.g., Internet Explorer, Netscape) to disable cookies or to warn you every time a cookie is sent. See your browser's Help menu for these instructions. We do not plant or track cookies or use advertising when a Do Not Track (DNT) browser mechanism is in place, and we do not allow third party behavioral tracking. Please note that disabling cookies may diminish your experience on the Site and some features that make your user experience more efficient may not work as intended.

IV. Use of Data Generally

We use the PII you submit to personalize your user experience and to allow us to deliver the type of content and service offering in which you are most interested. For example, we may use your PII to send postal mail and email regarding special offers or promotions, changes to the Site, contests or surveys, updates on membership, customer service requests, and other news about LearnUp. We may also use your PII to compile usage statistics and other data regarding the use of LearnUp's services.

We may employ other companies and individuals to perform such functions on our behalf. They have access to PII needed to perform their functions, but may not use it for any other purpose.

V. Third Party Disclosure

LearnUp does not sell, rent, trade, or otherwise transfer your name, email address, or any other PII to third-parties, outside of the following limited circumstances. We may disclose PII to third parties: (a) if we have your consent; (b) if a service provided on our site requires interaction with a third party, or is provided by a third party, such as an application service provider; (c) to enforce or apply our Terms and Conditions of Use, Privacy Policy, or other agreement; (d) to comply with the law, such as when LearnUp, its partners, sponsors, investors, or affiliates are served with legal process; and (e) to enforce, protect and defend the rights, property, or safety of LearnUp (including, without limitation, LearnUp's intellectual property rights), our users, or others, including exchanging information with other companies and organizations for fraud protection.

Like many online services, LearnUp may share with our business partners and advertisers anonymous data on an aggregate basis. This may include information contained in server log files, such as your IP address and cookies, generalized traffic flow data, and aggregated statistical data that are not personally identifiable, including users' demographic information. We reserve the right to provide any and all such aggregated and non-individually identifiable data to third parties.

Note that whenever you voluntarily make your PII available online for viewing by third parties, such as on blogs, message boards, listings, or chat areas, the information you share also can be seen, collected, and used by third parties. We cannot be responsible for any unauthorized third party use of such information that you voluntarily share.

VI. Your California Privacy Rights

California law provides that California residents have a right to request that businesses tell them how their PII has been shared with third parties for those third parties' direct marketing purposes. However, there is an exception to this requirement for businesses that have adopted and disclosed, in their privacy policy, a policy of not disclosing a person's PII to third parties for those third parties' direct marketing purposes if that person has exercised an option to opt-out of the disclosure of his or her PII to third parties for such purposes.

LearnUp has adopted a policy of allowing you to opt-out of the disclosure of your PII to third parties for their direct marketing purposes and thus falls within this exception. Instructions for opting out can be found in Section VIII below entitled “Choice and Opt-Out.”

VII. Choice and Opt-Out

We provide you with a choice whether to receive certain emails and other communications through the Site.

We provide you the opportunity to ‘opt-out’ of having your PII used for certain purposes. If you are a user of the Site and you no longer wish to receive emails or other communications from us or have your email address or other contact information shared with third parties, you may opt-out of receiving email or other communications from us or having your email address or other contact information shared with third parties. Some communications (e.g. important account notifications and billing information) are considered transactional and are necessary for all user on the Site. Users must cancel their LearnUp account to unsubscribe you from these communications.

In addition, if you would prefer that we not share your PII with third parties for the third parties’ direct marketing purposes, you may opt-out of having your PII shared with third parties for the third parties’ direct marketing purposes.

All opt-out requests can be made by emailing us at learntoread@learnupcenters.org. Please note that it may take up to 14 days to remove your contact information from our marketing communications lists, so you may receive correspondence from us for a short time after you make your request.

VIII. Third Party Links

This Site may contain links to other websites or offer third party products or services. When you use the links displayed on this Site to visit third party sites, you are leaving LearnUp’s Site to another website, where LearnUp’s privacy policies no longer govern.

We have no access to or control over any information collected by third parties through our Site. Such third parties may set and access their own cookies on your computer. Such cookies are subject to the privacy policy of those third parties. Those third parties do not have access to LearnUp’s cookies. We have no responsibility or liability for the privacy practices or the content of such third party websites. We encourage you to read the privacy statements of those third parties.

IX. Editing or Deleting Data and Unsubscribing

If you are a registered member of LearnUp, you may edit your personal information by logging into your account. If you do not wish to receive our emails, you may opt-out from future mailings at any time through the unsubscribe link on our emails.

We manage email lists through a list management system. Although we strive to update our email list as frequently as possible, you might receive another contact from us before we are able to remove you. Unsubscribing from one list managed by us may not necessarily remove you from all publication email lists. Even after you opt-out of receiving emails, you may still receive from us communications related to your account, such as freeze requests, online purchases, and important service alerts.

If you have questions or are experiencing problems unsubscribing or editing or deleting account data, please contact us at learntoread@learnupcenters.org.

X. No Spam

We will take the necessary steps to ensure that we are compliant with the CAN-SPAM Act of 2003. The CAN-SPAM Act is a law that sets the rules for commercial emails and messages.

Accordingly, we agree to: (a) not use false, misleading, or deceptive header information or subject lines; (b) identify the message as an advertisement, where applicable; (c) include the physical address of our business; (d) honor opt-out/unsubscribe requests promptly; (e) allow users to unsubscribe by using the link at the bottom of each email; and (f) monitor third party email marketing service for compliance, if one is used.

XI. Minors

We are in compliance with the Children's Online Privacy Protection Act of 1998 (COPPA). COPPA, enforced by the Federal Trade Commission, defines what website operators and online services must do to protect the privacy and online safety of children under 13.

Our Site is directed to people who are at least 13 years old or older. When we collect information for membership inquiry purposes, users are informed they must be at least 13 years of age or have parental consent to provide PII to us. We encourage parents to monitor children's Internet use to keep them safe while navigating LearnUp's Site and all other areas of the Internet.

XII. Data Breach

The Fair Information Practices Principles provide the backbone of privacy law in the United States. In order to be in line with the Fair Information Practices Principles, should a data breach occur, we will notify the users via email within 10 business days of LearnUp becoming aware of the data breach.

XIII. Data Storage and Security

Your personal information is stored through a data management system. Your information can be accessed only by those who help manage that information and are required to keep the information confidential.

To ensure the security of your data, including address information and credit card numbers, LearnUp uses industry-standard encryption technologies when transferring and receiving consumer data exchanged through our Site.

XIV. No Guarantee

While this Privacy Policy states standards for maintenance of data, and while efforts will be made to meet the said standards, LearnUp is not in a position to guarantee compliance with these standards. There may be factors beyond our control that may result in disclosure of data, such as a successful act of intrusion to the Site by a third party. Consequently, we offer no warranties or representations with regards to the maintenance or non-disclosure of data.

XV. Assignment

In the event of an assignment, sale, joint venture, or other transfer of some or all of our assets, you agree we can assign, sell, license or transfer any information that you have provided to us. Please note, however, that any purchasing party is prohibited from using the PII submitted to us under this Privacy Policy in a manner that is materially inconsistent with this Privacy Policy without your prior consent.

XVI. Last Modified Date of this Privacy Policy

June 29, 2020.