



Children's Privacy Policy (for Parents of Children Under 13)

Effective Date: September 15, 2016

At Renaissance Learning Inc. ("Renaissance"), we are committed to protecting children and complying with the legal requirements regarding privacy for children. For residents of the United States, we protect children under the age of 13, as required by the federal Children's Online Privacy Protection Act ("COPPA"), and its related regulations.

This Children's Privacy Policy applies to Student use of Renaissance Applications (as defined below) and not to use of our general websites, including www.renaissance.com ("Site"). We do not direct the Site to nor do we knowingly collect any personally identifiable information from children under 13 on the Site. **Children under the age of 13 are specifically requested NOT to provide any personally identifiable information through the Site.** For more information, please refer to the Site's privacy policy. <http://www.renaissance.com/privacy-policy/>

Updates. Renaissance may revise this Children's Privacy Policy from time to time and will make an updated version of it available on a publicly accessible location. Subject to the foregoing, Renaissance will not make material changes to this Children's Privacy Policy without first providing prominent notice to School and allowing them choices before data is used in any manner inconsistent with terms they were initially provided; and not make material changes to other policies or practices governing the use of Personally Identifiable Information that are inconsistent with contractual requirements.

Definitions.

- **"Child"** means an individual under the age of 13.
- **"Personal Information"** means individually identifiable information about an individual collected online, including: (i) a first and last name; (ii) a home or other physical address including street name and name of a city or town; (iii) an email address; (iv) a telephone number; (v) a Social Security number; (vi) any other identifier that the Commission determines permits the physical or online contacting of a specific individual; or (vii) information concerning the child or the parents of that child that the website collects online from the child and combines with an identifier described above.
- **"Renaissance Applications" or "Applications"** means Renaissance software products.
- **"School"** means customer schools, school districts or other educational organizations licensed to use Applications.
- **"Student"** means an authorized user of Renaissance Applications, as licensed to a school, school district or educational organization ("School"). A Student may be a Child.

Parental Consent. In accordance with COPPA regulations and Federal Trade Commission (FTC) guidance, Schools may provide parental consent for children under 13 to use Applications.

Information We Collect from Children Under 13.

- **Usage Details.** Renaissance may collect information related to Students' usage of Applications, including traffic data, location data, logs and other communication data and the resources that educators and Students access and use on or through Applications.
- **Cookies (or Mobile Cookies) and Web Beacons.** A cookie is a small file placed on computing devices such as computers, tablets, and smartphones. A web beacon is a small electronic file such as a clear gif, pixel tag, or single-pixel gif. Renaissance may use cookies and web beacons to collect Application usage details.
- **Device Information.** Renaissance may collect information about a Student's computer device, mobile device, and Internet connection, including the device's unique device identifier, IP address, operating system, browser type, and mobile network information.
- **Stored Information and Files.** Renaissance Applications also may access certain files, including metadata, stored on the Student's computing device in order to satisfy Student requests to integrate those files into the functionality of the Applications (for example, to provide access to an e-Book or other stored materials).
- **Information Input by Students.** When using Renaissance Applications, Students may input information such as assessment responses, comprehension quizzes, lesson completion and practice of other academic skills that is then stored by the Applications.

How Renaissance Uses Children's Information. Renaissance will not use collected Students' information to conduct targeted advertising directly to Students, nor does it publicly disseminate information submitted by Students. Renaissance uses the information, including Personal Information, it collects:

- To provide Students with access to the Applications and their contents, and any other information, products or services, that the School requests from us.
- To provide Schools with account notices, including expiration and renewal notices.
- To carry out the respective obligations of Renaissance and Schools and enforce Renaissance's rights arising from any contracts entered into with Schools, including for billing and collection.
- To notify Schools of changes to any products or services Renaissance offers.
- To estimate size and usage patterns.
- To store information about School and Student preferences, allowing Renaissance to customize its services and Student experience.
- To maintain and improve Application performance or functionality.
- To improve educational products for adaptive learning purposes and for customizing learning; to demonstrate the effectiveness of Renaissance's products; or for the development and improvement of educational sites, services, or Applications.

Disclosure of Children's Personal Information. Renaissance may disclose Student Personal Information:

- Renaissance may disclose Student Personal Information to third-party contractors to support Renaissance's operations of the Applications who are bound by contractual or other obligations to use the information only for such purpose and to keep the information confidential. Third parties are prohibited from using Student Personal Information to engage in targeted advertising.
- Renaissance may disclose Student Personal Information if it is required to do so by law or legal process, such as to comply with any court order or subpoena or to respond to any government or regulatory request.
- Renaissance may disclose Student Personal Information if it reasonably believes disclosure necessary or appropriate to protect the rights, property or safety of Renaissance, its customers or others, including to: (i) protect the safety of a child; (ii) protect the safety and security of the Applications; or (iii) enable Renaissance to take precautions against liability.
- Renaissance may disclose Student Personal Information to law enforcement agencies or for an investigation related to public safety.
- Renaissance may sell, transfer, or otherwise share some or all of its assets, including the Student Personal Information it collects, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy, in which case the successor entity is subject to the same commitments set forth in this Children's Privacy Policy.
- Renaissance may disclose aggregated information about Authorized Users and information that does not identify any individual or device.

Parents' Rights & Choices. We will not require a Child to provide us with more Personal Information than is reasonably necessary for them to use the Applications and any features that their School has chosen to provide through the Applications. Your Child chooses how much and what kind of information to input into the Applications.

As a parent, you can review the Personal Information that we collect from your Child. We only disclose your Child's information to third parties as described in this Children's Privacy Policy.

If you would like to exercise any of these rights, or have any questions regarding your Child's use of Renaissance Applications, please direct all requests to review and/or correct erroneous information to your Child's School. The Applications generally have functionality which allows School personnel to correct or modify records without any intervention by Renaissance. If a School requires Renaissance's assistance to correct erroneous information, the School may contact Renaissance and Renaissance shall assist the School in correcting the erroneous information as directed by the School.

Our Contact Information for Questions Related to our Children's Privacy Policy. If your Child's School provides Renaissance Applications for your Child's use, we urge you to contact School officials regarding how data is collected, used, shared and managed, or if you would like to access, correct or delete information regarding your Child.

If you would like to review the Personal Information that we hold about your Child, or if you have any questions or concerns related to your Child's use of Renaissance Applications or how we collect, use and

disclose Children's information (or if you would like to exercise your Parents' Rights & Choices as described in this Children's Privacy Policy), you may also contact us using the information below:

ATTN: Privacy Officer
Renaissance Learning Inc.
PO Box 8036
2911 Peach Street
Wisconsin Rapids, Wisconsin 54495-8036
Toll Free: (800) 338-4204
privacy.officer@renaissance.com