

Privacy Policy of All Things E.Q., LLC

Effective Date: June 25th, 2021

All Things EQ, LLC (“ATEQ”, “we”, “us”, or “our”), recognizes the importance of privacy. In this Privacy Policy, we describe how we collect, use, and disclose information that we obtain about visitors to our website www.allthingseq.com (the “Site”), users of the Site to access materials and users of the services available through our Site (collectively, the “Services”).

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Privacy Policy. Your use of our Site, or Services, and any dispute over privacy, is subject to this Privacy Policy and our Terms of Use, including its applicable limitations on damages and the resolution of disputes. Our Terms of Use are incorporated by reference into this Privacy Policy.

If you choose to use or learn more about our Service, then you agree to the collection and use of information in relation with this policy, such as your name and email. The Personal Information that we collect are used for providing and improving the Service.

We will not use or share your information with anyone except as described in this Privacy Policy. The information you may provide to use or learn about our services is not sold to other organizations.

Information Collection and Use

For a better experience while using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to your name, address, phone number and email address. The information that we collect will be used to contact you or mail you information or products you may choose to have sent to you.

We collect information about you directly from you, from third parties, and automatically through your use of our Site, or Services. We may combine all of the information we collect about you from these various sources.

- ***Information We Collect Directly From Employees of Schools We Provide Services to (“Educational Users”)***. We may collect certain information directly from you such as your name, school name, school district name, your position, address, zip code, phone number, and work email address. We will also collect any information that you voluntarily provide to us, such as your private email address, phone number; , and responses to any surveys or questionnaires.
- ***Information We Collect Directly From Parents of Children Attending Schools We Provide Services to***. We may collect certain information that you voluntarily provide to us such as your name, the school your child attends name, the name of your child’s teacher, your child’s name and age, your address, zip code, phone number, and email address, responses to any surveys or questionnaires.

- **Information We Collect Directly From Other Users of the Site.** We may collect certain information that you voluntarily provide to us, such as, your name, your address, zip code, phone number, and email address, responses to any surveys or questionnaires.
- **Information We Collect from Third Parties.** We may collect information about you from third parties. For example, if you are a teacher or school administrator, your school (including your school website or other public sources) may provide us with information such as your name, job title, and contact information.
- **Information We Collect Automatically.** We automatically collect information about your use of our Site or Services through cookies and other technologies, including without limitation: domain name; browser type; device ID; operating system type; device name and model; pages or screens you view; links you click; Internet protocol (“IP”) address; when and the length of time you visit or use our Services; and the referring URL, or the webpage that led you to our Site.

How We Use Your Information

We may use your information, including personal information, for the following purposes:

- **Providing and Improving Our Services.** To provide and maintain our Site, and Services; to improve our Site and Services; to develop new features, products, or services; to authenticate users; to facilitate payments and communications; to perform technical operations, such as updating software; and for other customer service and support purposes.
- **Tailoring Content.** To tailor the content and information that we may send or display to you, and to otherwise personalize your experiences while using our Site or Services.
- **Marketing and Communications.** To communicate with you about your account and use of our Site and Services, including to send service updates; to respond to your inquiries; to provide you with news and newsletters, special offers, promotions, and other information we think may interest you; and for other informational, marketing, or promotional purposes.
- **Research and Analytics.** To analyze how you interact with our Site and Services; to monitor and analyze usage and usage trends; and for research, analytical, and statistical purposes.
- **Protecting Rights and Interests.** To protect the safety, rights, property, or security of ATEQ, the Site, the Services, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity that ATEQ, in its sole discretion, may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Privacy Policy and our Terms of Use.
- **Legal Compliance.** To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; to respond to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.

How We Disclose Your Information

We may disclose your information, including personal information or Content, with the following entities:

- **State Officials.** We may disclose your information to state officials, such as a state department of education if a valid request for information is made to ATEQ.
- **ATEQ Educational Users.** We may disclose your information to other ATEQ Educational Users, such as administrators at a school or district where you are employed. For example, a principal may request information as to how teachers at his/her school are utilizing ATEQ's services.
- **Affiliates.** We may disclose your information to current or future affiliates or subsidiaries for research, marketing, and other purposes consistent with this Privacy Policy.
- **Service Providers.** We may disclose your information to our vendors, service providers, agents, or others who perform functions on our behalf.

We may disclose your information, including personal information, in the following ways:

- **Business Transfers.** We may disclose your information to another entity in connection with, including during negotiations of, an acquisition or merger, sale or transfer of a business unit or assets, bankruptcy proceeding, or as part of any other similar business transfer.
- **Protecting Rights and Interests.** We may disclose your information to protect the safety, rights, property, or security of ATEQ, the Site, the Services, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity that ATEQ, in its sole discretion, may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Privacy Policy and our Terms of Use.
- **Legal Compliance.** We may disclose your information to comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; in response to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a government official.
- **Aggregate and De-Identified Information.** We may disclose aggregate, anonymous, or de-identified information for research, compliance, marketing, advertising, or other purposes. For example, we may share aggregate or de-identified information with organizations that study issues related to education.

Cookies and Other Tracking Mechanisms

We and our service providers use cookies and other tracking mechanisms to track information about your use of our Site, or Services. We or our service providers may combine this information with other personal information we collect from you.

Cookies. We or our service providers may use cookies to track visitor activity on our Site. A cookie is a text file that a website transfers to your computer's hard drive for record-keeping purposes. We or our service providers may use cookies to track user activities on our Site, such as the pages visited and time spent on our Site. Most browsers allow users to refuse cookies. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies may not be able to browse certain areas of the Site.

Clear GIFs, pixel tags, and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies, which are embedded invisibly on web pages. We or our service providers may use clear GIFs (also known as web beacons, web bugs or pixel tags), in connection with our Site to track the activities of visitors to our Site, help us manage content, and compile statistics about usage of our Site. We or our service providers may also use clear GIFs in HTML emails to our users, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Third-Party Analytics

We may use third-party analytics companies, such as [Google Analytics](#), to evaluate use of our Site, and Services. We or our service providers use these tools to help us understand use of, and to improve, our Site, Services, performance, and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects ("LSOs"), to perform their services.

Do Not Track Disclosure

Our Site does not respond to Do Not Track signals. For more information about Do Not Track signals, please click [here](#).

Third-Party Links

Our Site and Services may contain links to third-party websites or applications. Any access to and use of such linked websites or applications is not governed by this Privacy Policy but instead is governed by the privacy policies of those third-party websites or applications. We are not responsible for the information practices of such third parties.

Log Data

We want to inform you that whenever you visit our Service, we collect information that your browser sends to us that is called Log Data. This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser version, pages of our Service that you visit, the time and date of your visit, the time spent on those pages, and other statistics.

Security

We have taken steps to help protect the personal information we collect about you from loss, misuse, unauthorized access, disclosure, alteration, and destruction. However, no data security measures can guarantee 100% security. You should take steps to protect against unauthorized access to your account by, among other things, choosing a robust password that nobody else knows or can easily guess and keeping your device login information private.

Your Choices

You may update or delete the information that we have about you by updating your profile or emailing us at info@allthingseq.com.

We may send periodic promotional or informational emails to you. You may opt out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to ten (10) business days for us to process opt-out requests. If you opt out of receiving emails about recommendations or other information, we think may interest you, we may still send you emails about your account or any Services you have requested or received from us.

Children

Our Site and Services are designed for use by schools, school administrators, parents, and representatives from governmental entities and are not targeted to children under thirteen (13) years of age. Any information that we collect about children we collect from a third party, such as a school or school administrator. We do not knowingly collect personal information from children under 13. If we discover that a child under 13 has provided us with personal information, we will promptly delete such personal information from our systems.

Links to Other Sites

Our Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over, and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Service Providers

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our Service;
- To provide the Service on our behalf;
- To perform Service-related services; or
- To assist us in analyzing how our Service is used.

We want to inform our Service users that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

Changes to this Privacy Policy

This Privacy Policy is current as of the Effective Date set forth above. We may change this Privacy Policy from time to time, so please be sure to check back periodically. We will post any changes, including any material changes, to this Privacy Policy on our Site.

Contact Us

If you have questions about the privacy aspects of our Site, App, or Services, please contact us at info@allthingseq.com.