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PRIVACY POLICY

The TARA Privacy Policy was updated on September 15, 2022.

This Privacy Policy (“**Privacy Policy**”) provides information on the collection, use, and sharing of personal and non-personal information by TARA EDUCATION TECHNOLOGIES LLC, a Georgia limited liability company (“**TARA**”; “**we**”; “**us**”; or “**our**”) in connection with your (“**your**” or “**you**”) Use (as defined below) use of services (the “**Services**”) accessed through the URL www.tarateachers.com and any other site controlled by TARA accessible from that URL (the “**Site**”). Capitalized terms used but not defined herein have the meanings ascribed to such terms in our Terms of Use available at <https://www.taraedtech.com/legal>.

TARA may revise this Privacy Policy at any time without notice to you. The revised Privacy Policy will be effective when posted. You can review the most current Privacy Policy at <https://www.tarateachers.com>

1. Collection and Use of Personal Information.

“Personal Information” is information that can be used to identify or contact a person.

Personal Information We Collect

When you create an account, or when an organization such as a school district or other organization which provides your account (a “**School**”) creates an account for you, when you or personnel of a School interact with the Services, or when you call, chat, or are otherwise in contact with us we may collect a variety of Personal Information, including:

- Identity Data, which includes your name, date of birth, and other similar identifiers, such as user names, passwords or biometric information that is linked to other Identity Data.
- Contact Data, which includes your postal or physical address, email address, and telephone number.
- Financial Data, which includes your credit card number and other payment information.
- Employment and Organizational Data, which includes the name and other identifiers of your employer or School, and other persons or organizations with which you are associated.

Collecting your Personal Information from other sources

In addition to Personal Information we collect from you or a School, we may receive your Personal Information from other users of the Services, for example who supply your Personal Information through their use of the Services.

How we use your Personal Information

We use your Personal Information: (i) to provide the Services; (ii) to comply with our obligations under an agreement with a School; (iii) for the legitimate interests of TARA or a third party for whom it

may be necessary to disclose your Personal Information; and (iv) for security and fraud prevention purposes. For example:

- When you create content using the Services, such as a lesson plan, your Personal Information will be linked or included in that content;
- Our Services may permit you to provide information about students, such as name, grade, age, learning goals, and learning progress, or other information you choose to input. If you are a student or a parent, you should contact the Service user (such as teacher or school) to understand their practices for recording and processing your information.
- We may assign Schools to monitor, train, and improve your lesson plans. Schools have access to your Personal Information, the content you create using the Services, and the data we collect regarding your use of the Services. For example, TARA's "Teacher Stats" tool combines data from the content you create using the Services, analytics we supply regarding your use of the Services, with School-supplied evaluation data and commentary to support Schools in their efforts to monitor, train, and improve your lesson plans.
- The Personal Information we collect allows us to keep you informed about TARA's Site Content, service announcements, and upcoming events.
- We also use your Personal Information to help us create, develop, operate, deliver, and improve our services, content, products, advertising, for loss prevention and anti-fraud purposes, and for internal data analysis and research.
- We may use your Personal Information to verify your identity, assist with identification of users, and to determine appropriate services.
- We may also use Personal Information for internal purposes such as auditing, data analysis, and research to improve TARA's Site Content.

2. Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual ("**Non-Personal Information**"). We may collect, use, transfer, and disclose Non-Personal Information for any purpose, including the following:

- Technical Data, which includes, general and precise geographic location information, your Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our Platform, search terms, type of device used, device or advertising identifiers, statistical identifiers, operating system, and date/time stamp.
- Usage Data, which includes your interaction with our Platform such as movement scrolling, time spent on certain features or actions, and/or clickstream data to analyze trends in the aggregate and administer and improve the Platform.
- Marketing and Communications Data, which includes your preferences in receiving marketing from us.

How we use your Non-Personal Information

We may collect, use, transfer, and disclose Non-Personal Information for any purpose. The following are examples of how we use Non-Personal Information:

- We may use Technical Data to better understand user behavior and to improve our Platform and Site Content.
- We may use aggregated Usage Data to help us provide more useful information to users and to understand which parts of our data are of most interest. Aggregated data is considered Non-Personal Information for the purposes of this Privacy Policy.

Combining Non-Personal Information and Personal Information

We may combine Non-Personal Information and Personal Information to better provide certain Site Content. For example, TARA's "Teacher Stats" tool combines Usage Data and Identity Data, among others, to support Schools in their efforts to monitor, train, and evaluate your teaching performance. Any combined information will be treated as Personal Information for as long as it remains combined.

3. Cookies and Other Technologies

Websites accessed through the Platform, our content, services, and interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as Non-Personal Information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered Personal Information by local law, we also treat these identifiers as Personal Information.

We and our partners also use cookies and other technologies to remember Personal Information when you use Websites accessed through the Site, our content, services, and applications to make your experience with us more convenient and personal. You may disable cookies in your web browser. Certain features of Websites accessed through the Site will not be available once cookies are disabled.

We collect Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit websites and applications, operating system, date/time stamp, and clickstream data automatically and store it in log files. We may use this information for our internal marketing and administrative purposes, to analyze trends, to administer Websites accessed through the Site, to learn about user behavior, to improve our content, services, and products, and to gather demographic information about our customer base.

We may use a "click-through URL" linked to content on our websites in our email messages. We track click-through data to help us measure the effectiveness of our communications and to determine interest in particular topics. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages. Our emails may also use pixel tags that tell us whether an email has been opened. We use this information for our internal marketing and administrative purposes.

4. Disclosure to Third Parties

We may make the Personal Information we collect and store available to third parties:

- We share Personal Information with companies who provide services to us such as information processing, payment processing, delivering our content and services to our customers, providing customer service, and marketing services. These companies may be located wherever we operate and are contractually required to protect all personal information we share with them.
- We share your Personal Information with School(s) as detailed above.
- We may share your Personal Information with school districts and other organizations seeking to fill employment vacancies with talented teachers.
- We disclose your Personal Information if required by law, legal process, or litigation.
- We may disclose your Personal Information if we determine that for purposes of law enforcement, public safety, or other issues of public importance, disclosure is necessary or appropriate.

- We may disclose your Personal Information if we determine that disclosure is necessary to enforce our terms and conditions or protect our operations.
- In the event of a reorganization, merger, or sale of our business, we may transfer any and all Personal Information we collect to the relevant third party.

5. Protection of Personal Information

TARA takes the security of your Personal Information very seriously. We use encryption to protect your Personal Information against the fraudulent, illegal, or otherwise harmful actions of hackers and other non-users, and when your personal data is stored by TARA, data is also stored in encrypted form.

Any lesson plan or other content that you create or publish using the Services, including all Personal Information contained therein, is public, and therefore, is visible to and can be read, collected, or used by other users of the services.

6. Integrity, Retention, and Access to Personal Information

We provide you access to your Personal Information while your account remains active on the TARA Platform. You can keep your information up to date by logging into your account. For other Personal Information we hold, we will provide you with access for any legitimate purpose, such as a request to correct inaccurate data or to delete data if we are not required to retain it by law or for our legitimate business purposes.

If you terminate your account, Personal Information in lesson plans and other content you created or shared using our Services will be retained and will be available after such you terminate your account. Unless otherwise provided pursuant to an agreement with a School, if a School terminates its relationship with TARA, all accounts paid for by such School will be terminated. For any terminated account, TARA will not delete or destroy any of Personal Information which was Shared publicly on the Platform by such account. TARA is also not responsible for any metadata that may remain on the TARA Platform.

7. Children

We do not knowingly collect, use, or disclose Personal Information from children under age 13 without verifiable parental consent. If we learn that we have collected the Personal Information of a child under 13, without first receiving verifiable parental consent we will take steps to delete the information as soon as possible. Children under the age of 13 are not permitted to create their own User IDs, unless their parent provided consent as part of the child account creation process. If at any time a parent needs to access, correct, or delete data associated with their child's User ID, they may contact us through our contact link on the Site.

8. Third-Party Sites and Services

You are responsible for any actions you take outside of the Site. For example, we cannot protect your Personal Information when you Share a lesson plan via a personal email account or other third party website. This responsibility extends to links we provide to third party sites on our Site. For your convenience, we provide links to third party educational resources that may help in lesson plan creation, among other uses, and we may also permit third parties to offer products or services to you. Once you leave our Site, however, you are on your own.

9. California Residents

If you are a resident of California, the posting of this Privacy Policy on the Site is TARA's notice at collection requirements, pursuant to Reg. Section 305(c) of the California Consumer Privacy Act of 2018, California Civil Code §§ 1798.100 *et seq.*