

EINSTEIN STUDIOS Privacy Policy

EFFECTIVE DATE:

In this Privacy Policy (“Policy”), we describe how Einstein Studios (“Einstein Studios”) collects, uses, and discloses information that we obtain about visitors to our website einsteinstudios.io (the “Site”) and 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 Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Service <https://signup.einsteinstudios.io/terms-of-service.pdf> including its applicable limitations on damages and the resolution of disputes. Einstein Studios Terms of Service are incorporated by reference into this Policy.

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The Information We Collect About You

We collect information about you directly from you and from third parties, and automatically through your use of our Site or Services.

Information We Collect Directly From You. The information we collect from you depends on how you use our Services.

- **Account Registration.**

- **Parent Registration.** To register your child to participate in classes, you must create an account. To create an account, you must provide your name, phone number, email, address, credit card information. We also may collect additional information from you, including student's age and diagnosis, such as dyslexia, dysgraphia, or autism. If you make a purchase, we will collect your payment information, such as your credit or debit card information and your billing and shipping address.
- **Teacher Registration.** To apply to become a teacher you must create an account. To create an account, you must provide your name, phone number, email, address, credit card information, bank account information, and social security number. If you are selected to be a teacher, we require you to include additional information about yourself viewable to other users of the site, including, but not limited to a small biography and a picture of yourself.

- **Class Recordings.** Audio from class sessions may be recorded and stored for a limited time in audio format. This recordings would be of the avatars selected by the teacher and students, and their voices. Students and teachers are aware these sessions are recorded. Class recordings are used to assist with program development, teacher training and for the purposes of product enhancement. **Information We Collect Automatically.** We automatically collect information about your use of our Site and Apps through cookies, web beacons, and other technologies, including technologies designed for mobile apps. To the extent permitted by applicable law, we combine this information with other information we collect about you, including your personal information. Please see the section “Cookies and Other Tracking Mechanisms” below for more information

Site:

- domain name;
- your browser type and operating system;
- web pages you view on the Site; links you click on the Site; your IP address;
- the length of time you visit our Site and or use our Services;
- the referring URL, or the webpage that led you to our Site.

App:

- device name and model; operating system type, name, and version;
- language information;
- activities within the App; and
- the length of time that you are logged into our App;

How We Use Your Information

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

- To provide our Services to you and to fulfill your orders.
- To communicate with you about your use of our Services, to respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Services.
- To send you email marketing about our products and services.

- To send you news and newsletters.
- To send you email marketing about products and services of our affiliated entities.
- To send you email marketing about products and services of other entities that we think may be of interest to you.
- To assist us in advertising on third party websites, mobile apps, and other online services, and to evaluate the success of our advertising campaigns through third party channels (including our online targeted advertising and offline promotional campaigns).
- To better understand how users access and use our Services, both on an aggregated and individualized basis. For example, we will evaluate which features of our Site and App are more (or least) used by users, and we will use this information.
- For research and analytics purposes.
- To administer our customer loyalty program.
- To administer surveys and questionnaires, such as for market research or member satisfaction purposes.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Service or this Privacy Policy.

How We Share Your Information

We may share your information, including personal information, as follows:

- **Service Providers.** We disclose the information we collect from you to service providers, contractors or agents who perform functions on our behalf. These service providers include for performing background checks on our applicants for teaching positions, **and to facilitate payments of teachers or processing of payment card information**
- **Affiliates.** We may disclose the information we collect from you to our affiliates.
- **Einstein Studios Users** If you are a registered teacher using the Site, your user name and any information that you post to our Site, including, without limitation, photographs, comments, and text will be available to, and searchable by, all users of the Site and Services. Teachers' profiles are made visible to other parents. Teacher's profiles are not viewable to other teachers.

We also disclose information in the following circumstances:

- **Business Transfers.** If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and third party advisors, including attorneys and consultants.
- **In Response to Legal Process.** We disclose your information to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- **To Protect Us and Others.** We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which we are involved.
- **Aggregate and De-Identified Information.** We share aggregate, anonymized, or de-identified information about users with third parties for marketing, advertising, research or similar purposes.

Our Use of 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 may combine this information with other personal information we collect from you (and our third party service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site and Services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site and Services.
- **Persistent Cookies.** Persistent cookies remain on your device after you have closed your browser or turned off your device. We use persistent cookies to track aggregate and statistical information about user activity.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. 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 and Services who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Third Party Analytics. We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site, and to the extent permitted, our Apps. We also may use other analytic means to evaluate our Site and Apps. We use these tools to help us improve our Site's and Apps' 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. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Do-Not-Track. Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies); you also may opt-out of targeted advertising by following the instructions in the Third Party Ad Network section.

Third-Party Ad Networks

We use third parties such as network advertisers to serve advertisements on our Site, App, and on third-party websites or other media (e.g., social networking platforms). This enables us and these third parties to target advertisements to you for products and services in which you might be interested. Third-party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other tracking technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third-party cookies and other technologies are governed by each third party's specific privacy policy, not this one. We may provide these third-party advertisers with information, including personal information, about you.

Users in the United States may opt out of many third-party ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") [Consumer Choice Page](#) for information about opting out of interest-based advertising and their choices regarding having information used by [DAA companies](#). You may also go to the Network Advertising Initiative ("NAI") [Consumer Opt-Out Page](#) for information about opting out of interest-based advertising and their choices regarding having information used by [NAI members](#).

Opting out from one or more companies listed on the DAA [Consumer Choice Page](#) or the NAI [Consumer Opt-Out Page](#) will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Site, Services, or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing (i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt out on the DAA or NAI websites, your opt out may not be effective. Additional information is available on the DAA's website at www.aboutads.info or the NAI's website at www.networkadvertising.org.

Third-Party Links

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

Security of My Personal Information

We have implemented reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. We also require that our teachers with whom student personal information is shared in order to deliver the educational service, if any, are obligated to implement these same commitments for the given student personal information. Please be aware that despite our best efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Access To My Personal Information

You may modify personal information that you have submitted by logging into your account and updating your profile information. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time.

What Choices Do I Have Regarding Use of My Personal Information?

We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails, we may still send you emails about your account or any services you have requested or received from us.

Children's Online Privacy Protection Rule (COPPA) Notice

Because our Services enable the collection of personal information from your children—who may be under the age of 13—we are required under federal law to make certain disclosures regarding our data collection practices. This includes a list of which entities may collect your children's personal information; a description of the personal information collected and how it is used; and a description of your rights as parents.

- ***Who collects your child's personal information on our Site through our services?*** Only staff of Einstein Studios and teachers hired by Einstein Studios can view personal information of children. We do not allow other parties to collect information from your child. Our Site and Services does not enable a child to make information publicly available.

- ***What information do we collect from your child and how is it used?*** We do not directly ask your child for personal information beyond login credentials if you allow your child to log in to class. Any personal information that we collect about your child is provided by you, the parent.
 - ***Note about class recordings:*** Because your child interacts with a teacher through our virtual reality applications, it is possible that your child will disclose information about his or herself during classes which may then be collected through class recordings. Classes are automatically recorded by Einstein Studios for quality and training purposes (“Class Recordings”). Class Recordings are made available only to the Teacher providing the Class in question, to the Parent and student, and no one else, in order to allow them to (1) provide a viewable copy to students who missed the Class, or who wish to review the Class, for their personal educational purposes; and (2) review the Class Recording personally in order for teachers to improve their Classes. In addition, Einstein Studios may use Class Recordings to provide and improve our Site and VR Applications, for customer support, and for compliance purposes. Einstein Studios retains Class Recordings for a limited time after the date of the applicable Class, after which they are deleted.
- ***Description of Parental Rights.***
 - Einstein Studios will not require a child to disclose more information than is reasonably necessary to participate in an activity.
 - Parents have the right to review their child’s personal information, direct us to delete it, and refuse to allow any further collection or use of the child’s information.
 - Parents can agree to the collection and use of their child’s information, but still not allow disclosure to third parties unless that’s part of the service.
 - You may exercise these rights by using the contact form on our Site.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us using our contact form. xavier@einsteinstudios.io

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site and Application. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site and Application.