



CSI LITERACY CLOUD PRIVACY POLICY

This policy statement sets out CSI Literacy's information practices concerning the type of data that is collected at csi-literacy-cloud.com (CSI Literacy Cloud). This policy applies to our online practices only, and is designed to provide you with information on how we process personal data when users access the CSI Literacy Cloud website.

Contact

For all enquiries please contact:

Stephen Minchin

Privacy Officer

CSI Literacy

PO Box 19088

Wellington 6149

New Zealand

Email: info@csi-literacy.com

Phone: +64 4 381 2250

Categories of Personal Data Processed by Lift Education E Tū Ltd, owners of CSI Literacy Cloud

Personal data that is processed when you create a CSI Literacy Cloud account

When you create a CSI Literacy Cloud account, we ask you to provide your name, email address, school name, country, and/or school district.

Purpose and legal grounds

(a) CSI Literacy Cloud processes your email address because we use your email address and your password to sign you in to your account. The legal ground for processing your email address for this purpose is based on CSI Literacy Cloud's legitimate interest in protecting the security of your account.

(b) CSI Literacy Cloud also processes your email address for the purpose of sending you important information about CSI Literacy Cloud and your CSI Literacy Cloud account, such as help information, bug fixes, or material changes to this privacy policy. The name, school name, country, and/or school district you provide are associated with your account profile.

(c) If you provide your opt-in consent to receive marketing information from CSI Literacy Cloud, CSI Literacy Cloud will also process your email address for the purpose of sending you marketing information about CSI Literacy Cloud events and news. You also have the option to opt out of marketing and news emails by clicking on the "unsubscribe" link at the bottom of any marketing email we send out.

(e) If you provide your country and/or school district, it helps us understand where CSI Literacy Cloud is most popular and what countries or districts we should concentrate on providing content for.

Personal data that is processed when you communicate with CSI Literacy Cloud

When you interact with our customer support representatives via email, we collect personal data, such as your email address, and information about your subscription. To improve customer service we may analyse any feedback provided to us through customer surveys. With your consent, our



customer support representatives may sign in to your CSI Literacy Cloud account, if appropriate, to help troubleshoot and resolve an issue.

Purpose and legal ground

We use personal information to provide you with customer and product support. The legal ground for processing this information for these purposes is CSI Literacy Cloud's legitimate interests in providing quality product support. Should we need to sign in to your CSI Literacy Cloud account to help troubleshoot and resolve an issue, the legal ground for this is consent, which you may withdraw.

Personal data that is processed when you create CSI Literacy Cloud accounts for students

To create student accounts in CSI Literacy Cloud, we ask you to provide each student's first and last name, as well as a username, and a password.

Purpose and legal grounds

(a) CSI Literacy Cloud processes each student's username and password to sign them in to their account. Their first and last name, if supplied, are processed to allow their teacher(s) to monitor their work. The legal ground for processing each student's first and last name, username, and password for this purpose is based on CSI Literacy Cloud's legitimate interest in providing the service.

(b) CSI Literacy Cloud assumes that any student's personal data that a teacher or other school representative provides to CSI Literacy Cloud is provided legally. CSI Literacy Cloud cannot accept any responsibility if a teacher or other school representative provides data without having the proper authority to do so.

Student information

Teachers are required to create unique accounts for their students. CSI Literacy Cloud collects a small amount of personal information about students, including each user's name, the school they attend, their class's name, and their teacher's name – although the user's name need not be their full name (e.g. Jack Smith) but can be a shortened version (e.g. Jack S) or anonymised version (e.g. js123). This information is used to identify the student, allowing them to log in, undertake activities, review their work, and share this work with their teacher.

Students also answer questions while undertaking learning activities, which may result in them disclosing personal information. This work is shared with their teacher.

The operators of CSI Literacy Cloud do not make use of any information collected from students (be this personal or otherwise) except for the purposes of:

- (a) facilitating standard website operation (which requires students who are logged in to the site to be monitored for proper operation of the site);
- (b) identifying and fixing bugs that a student may have encountered; and
- (c) assisting a particular student's teacher in their work.

No information is passed to any third party, except where required by law. No personal information is made publicly available.

The operators of CSI Literacy Cloud use industry-standard practices to maintain the confidentiality, security, and integrity of all information collected from students, and take all reasonable steps to release such information only to parties capable of maintaining its confidentiality and security.



The operators of CSI Literacy Cloud retain personal information only as long as is necessary to fulfil the purpose for which it was collected – all personal information is deleted at the completion of a student’s participation in CSI Literacy Cloud activities, using reasonable measures to protect against its unauthorised access or use.

Access to student information

If a school or teacher wishes to access, remove, or correct any personal/identifying information that has been supplied to CSI Literacy, please contact us at info@csi-literacy.com.

Parents can review or have deleted their children’s personal information, and refuse to permit its further collection or use. To do this, please contact us at info@csi-literacy.com.

Categories of recipients of personal data

Other service providers

CSI Literacy Cloud uses services from third parties such as MailChimp to assist in sending emails.

Those services track activities associated with the emails, such as whether they were opened, and whether links in the emails were clicked on. CSI Literacy Cloud uses this data to analyse the level of engagement with its emails.

Other disclosures

We may disclose personal data about you to others:

- (a) if we have your explicit and valid consent to do so;
- (b) to comply with a valid subpoena, legal order, court order, legal process, or other legal obligation;
- (c) to enforce any of our terms and conditions or policies; or
- (d) as necessary to pursue available legal remedies or defend legal claims.

We may also transfer your personal data to an affiliate, a subsidiary, or a third party in the event of any reorganisation, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of the CSI Literacy Cloud business or assets including, without limitation, in connection with any bankruptcy or similar proceeding, provided that any such entity that we transfer personal data to will not be permitted to process your personal data other than as described in this privacy policy without providing you notice and, if required by applicable laws, obtaining your consent.

Cookies and similar technologies

To help analyse how you and other visitors navigate the CSI Literacy Cloud website, compile aggregate statistics about site usage and response rates, help diagnose any problems with CSI Literacy Cloud’s servers, and administer the CSI Literacy Cloud website, we, with assistance from third-party analytics service providers, collect certain information when you visit our site. This information includes IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views, and page elements (e.g., links) that you click. We may use cookies, pixel tags, web beacons, clear GIFs, or other similar tools on our site or in our email messages to assist us in collecting and analysing such information. We use this information to provide better, more relevant content on our site, to identify and fix problems, and to improve your overall experience on our site.



If you do not want information collected through the use of these technologies, there is a simple procedure in most browsers that allows you to automatically decline many of these technologies, or to be given the choice of declining or accepting them.

If you reside in the European Union or other jurisdiction that requires us to obtain your consent to use cookies on our sites, then you will have an opportunity to manage your cookie preferences on the sites; note that certain cookies are required to enable core site functionality, and you cannot choose to disable those cookies.

Google Analytics is used to track site statistics and user demographics, interests and behaviour on websites. We also use Google Search Console to help understand how our website visitors find our website and to improve our search engine optimisation. [How to opt-out of having your data used by Google Analytics.](#)

Privacy policy updates

We may update this privacy policy from time to time as we add new products, as we improve our current offerings, and as technologies and laws change. You can determine when this privacy policy was last revised by referring to the “last updated” legend at the bottom of this document. Any changes will become effective upon our posting of the revised privacy policy.

We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice will be provided by posting notice of the changes on the CSI Literacy Cloud website’s privacy policy page.

Security of personal data

CSI Literacy has put in place commercially reasonable and appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Retention of personal data

We will retain your personal data as long as your CSI Literacy Cloud account is considered to be active. In addition, see below under “your rights” for a description of your right of erasure.

Your rights

If you reside in the European Union, you have the right under the General Data Protection Regulation to request a copy of your personal data from CSI Literacy Cloud and rectification or erasure of your personal data, data portability, restriction of processing of your personal data, the right to object to processing of your personal data, and the right to lodge a complaint with a supervisory authority. If you reside outside of the European Union, you may have similar rights under your local laws.

To request access to or rectification, portability, or erasure of your personal data, or to delete your CSI Literacy Cloud account, email info@csi-literacy.com.

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