

Discovery Education, Inc.

Child Privacy Notice – DreamBox Math, Reading Plus and DreamBox Reading

Keep reading if you want to learn: what is personal data, what kind of personal data we collect about you, why do we do that, and what rights you have in this data.

First, who are we?

The DreamBox Math, Reading Plus and DreamBox Reading products (the “DreamBox Products”) you are using was made by us, a company called Discovery Education, Inc. We provide the DreamBox Products to your school (or your learning guardian) to help you learn math and English better. To do this, we need to collect and use some of your information and we explain this below. We are located in the United States (US). If your school opened your account for you in the United Kingdom (UK), we entered into a special agreement with your school that allows the school to send your information to us in the US.

Second, what is personal data?

Personal data is information used to know who you are or things about you. For example, your name, your birthday, and where you live.

What Personal Data Do We Collect and Why Do We Collect It?

When your learning guardian, teacher, or school signs you up for one or all of the DreamBox Products we collect information that we need to open an account for you so you can use the DreamBox Products and so you and your teacher can keep track of what you do on them. This includes things like:

- **Your Name:** So we know who you are.
- **Your Classroom Name and Class Year:** To make sure you’re using the right materials (and so we can connect you with your teacher).
- **Your School Name:** So we know which school you go to.
- **Your Date of Birth and Gender:** We are required by law to collect these to protect you. If your school requires it, we would collect your ethnicity for the same purpose.

When you use DreamBox Products, they send us certain information such as:

- **Your Progress and Activities:** This is things like – Which lessons did you do? How well did you do in each lesson? How long each lesson took you to complete? Did you message your teacher? We use this information to understand how you learn and which parts are easier or harder for you so we can update your teacher (to help them teach you in class) and to pick the right additional lessons to put in your path to help you learn in the best way for you – which is why your school or learning guardian chose DreamBox for you.
- **Your Avatar and Background Selections:** We see which avatars or backgrounds you

pick, but we don't use this information for anything. Keep in mind that your learning guardian, teacher, and classmates can see your avatar selection on the classroom log-in page. This makes it easy for your teacher to help you log in to DreamBox while in class.

- **Your Feedback:** If you choose to provide us with feedback (on things that work or don't work well for you in the DreamBox Products), we use it to fix issues and learn how we can improve your experience.
- **Your Survey Responses:** If you choose to participate in a survey, we use your answers to improve the DreamBox Products to make it more fun and useful.

How Long do we Keep your Personal Data and how do we Keep it Safe?

We use special tools to keep your data secure and only share it with people who need to see it, like your teachers or learning guardians and our partners.

We keep your data for as long as we need it for a good reason like providing the service or if we are required by law. If you are using the DreamBox Products through a school, we keep the information for as long as we have an agreement with the school, and then another 90 days.

Who We Share Your Personal Data With

We share your personal data, your progress on assignments, and your grades with:

- **Your Teachers and School [if the school opened your account]:** To help you learn better.
- **Your Learning Guardians:** So they can see how you're doing.
- **Partners:** Who help us provide the DreamBox Products like the company that helps us store the information, but they must keep your information safe and private.

Your Privacy Rights

There are certain things that you (and your learning guardian) can do with your data, called "rights." Below is an explanation of each right along with information about how you can request to use these rights.

- **Seeing Your Personal Data:** You can ask us what information we have about you and to give you a copy of it.
- **Correcting Your Personal Data:** You can ask us to correct your information if it's wrong (like if we misspelled your name).
- **Deleting Your Personal Data:** You can ask us to delete your information if you don't want us to have it anymore.
- **Transferring Your Personal Data:** You can ask us to send your information somewhere else.
- **Changing your mind about our Use of Your Personal Data:** In certain cases, if you volunteered to give certain information, you can change your mind and tell us not to use that information anymore. You can ask one of the following people to send us a request so you can use any of the rights described above:
 - If your account was created by your school: your teacher.
 - If you created your own account: your learning guardian or send an email to us at

privacy@discoveryed.com.

- If your account was created by your learning guardian (you are under 13): your legal guardian.

If you or your learning guardian submits a request about any of your rights and we do not fulfill your request, we will inform you of our reasons for not taking action. You can appeal by emailing us at privacy@discoveryed.com.

If you are in the UK, you can also complain to the Information Commissioner's office at: <https://ico.org.uk/make-a-complaint/data-protection-complaints/> You can also complain by emailing accesscoinformation@ico.org.uk, or by calling their helpline on 0303 123 1113.

Cookies and Tracking

Not the cookies you're thinking of! We use small data files, sometimes called "cookies" or trackers, to remember who you are and to make the DreamBox Products work better for you. They help us keep you logged in and remember your preferences. We also track your progress, which lessons you do, how long each takes, etc., and use that information to adapt your learning path (making it easier or harder) to help you learn.

Changes to This Privacy Notice

We might update our Privacy Notice from time to time. If we make big changes, we'll let your learning guardian know and, if your account was created by a school – also your teacher and the school. We'll use appropriate methods to let you know about these changes, which may include posting a notice on our website, sending an email, or providing an in-app notification. We will also let you know so you can understand what's new.

What If I Want to Learn More?

If you have any questions or concerns about your privacy or this Privacy Notice, please let your learning guardian or teacher know! They can find the information you want in our Privacy Notice for adults [here](#).