

We at Digital Directions International, Inc. (DDI) respect your privacy, and we want you to understand the ways in which we do and don't use the information that you transmit when you visit the HELP Math website (which we refer to as the "Site"). The Site is intended for users in the United States only.

I. GENERAL PRIVACY NOTICE

This Privacy Policy relates to the information we collect on the Site. This includes information we collect from schools, educational administrators, teachers and other individuals for our educational streaming services for school use (we may refer to such individuals as "Users" or "you"). Please refer to the Kids' Privacy Notice for privacy policy practices related to information from or regarding individuals under the age of 13.

The material that appears on this website is provided for informational purposes only. To preserve the privacy of our users, the student case studies presented here are hypothetical and make use of paid actors and scripted testimonials. Every child's actual experience using the site will be unique, and DDI makes no representation or warranty with regard to the actual results of such use.

a. What Information We Collect

We gather two types of information: (1) personally identifiable information you provide and (2) non-personally identifiable information gathered as you navigate through the Site.

Personally Identifiable Information

There are several ways in which we collect personally identifiable information on our Site.

Users must first register to access the Site. To register, Users may be required to provide name and contact information, such as school address, e-mail address, telephone number, computer system information, teacher class assignments and student names and birthdays.

In addition to registering for the Site, DDI may also offer other, personalized features that Users can take advantage of through registration. This registration may ask for information such as teacher or student interest in various math-related subjects. The information you supply will help us to offer Users more personalized features, to tailor the Site to your interests, and to make it more useful to you.

Non-Personally Identifiable Information

To help make the Site more responsive to your needs, we invoke a standard feature found in browser software, called a "cookie", to assign each User a unique, random number. We use cookies to help us tailor the Site to your needs, to deliver a better, more personalized service. In addition, we may use cookies to track the pages on our sites visited by our

Users. We may also keep records of other non-personally identifiable information such as the number of hits a web page receives and other aggregate data. We do not link this aggregate data with any personal information.

b. How Information Collected on Our Site Is Used and Shared

When a User aged 13 or over registers to use the Site, or otherwise voluntarily submits personally identifiable information on the Site, DDI may contact the User about his or her account or the service. If you'd prefer that we not contact you regarding your account, please do not register for the Site or submit personally identifiable information on the Site.

If a User submits personally identifiable information on the Site, DDI will never share any User's personally identifiable information with third parties without such User's express consent, except as we disclose below.

We share certain personally identifiable information with third parties who help us maintain our Site and/or our services; however, these parties are bound to keep the information confidential and not use it for any other purpose. Because those parties that help us administer the Site will have access to users' personally identifiable information, if you do not wish for our administrators to have access to your information, please do not register or submit any personal information to us.

We may make non-personally identifiable aggregated data available to third parties. This aggregated data is used by us or our select third parties to track traffic use on our Site, to gauge interest in certain features, or to otherwise improve our Site or the services we offer.

We may offer contests, sweepstakes and other similar features. If we do, the co-sponsor and/or the sweepstakes' or contests' administrators may have access to the personally identifiable information that you submit in your entry. If you do not wish for us to share your personally identifiable information with our sweepstakes or contest co-sponsors or administrators, please do not enter any contests or sweepstakes on the Site.

c. Accessing or Deleting Your Information and Changing Your Elections

If you want to change your election on how we share your information, or you wish to review, update, or delete some of the information you have provided us, just return to the My Account page, enter the changes you want to make, and resubmit the form.

You may also contact us with privacy questions or concerns.

d. Transfer of Information in the Event of Sale of Assets, Bankruptcy, or to Comply With Law

We may disclose information if we believe in good faith that we are required to do so by law, or that doing so is necessary to comply with legal process, law enforcement agencies, respond to claims, or protect our rights in or the safety of our Site, or to protect the safety or rights of other Users. Additionally, information about our Users may be disclosed as part of a bankruptcy. Finally, if all or substantially all of our assets relating to the Site are sold or transferred to another party, information about Users, including without limitation information about our Users under the age of 13, may be transferred to this acquiring entity.

e. Encryption and Security

Your registration information is encrypted or protected for storage within a DDI controlled database or with a third-party service provider. DDI seeks to safeguard the information you provide. As effective as encryption technology is, however, no security system is completely impenetrable, so we cannot guarantee the absolute security of our database, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet.

f. Links to Other Sites

You should note that the Site may include links to other websites whose privacy practices we don't control. These other sites may have different privacy policies so we encourage you to check the privacy policies of the sites you visit when you leave the Site, as this policy applies only to the Site. Once you leave our servers (you can tell where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you're visiting.

II. KIDS' PRIVACY NOTICE

A Note to Kids

DDI encourages you to get permission from your parents or teachers before sending any information about yourself over the Internet, to us or to anyone else.

A Note To Parents and Teachers

PLEASE READ. This section of the privacy policy explains our information collection and use practices online for children under the age of 13, including what we do with the information we collect and with whom we share that information. For purposes of this Kids' section of the privacy policy, "kids" or "child" means children under the age of 13. We ask that you take the time to review our policy so that you can know exactly how we collect and use information from kids, and so that you will know how you can review or request that we delete your child's/student's information. If you ever have any questions or concerns about this policy, please contact us.

a. What Information We Collect From Children Under Thirteen

Kids can explore the Site, view content, and participate in activities without submitting any personal information other than the students' names, birthdays and classroom information submitted by the school/district. We never collect more information or require more information from kids than is reasonably necessary in order to participate in the activity.

When DDI does collect information from children on the Site, DDI generally limits its collection to information that does not personally identify the child, such as a fictional screen name.

We won't knowingly allow anyone under the age of 13 to register or otherwise submit more personally identifiable information than we describe above, except with verifiable parental or teacher consent or as otherwise explicitly disclosed in this privacy policy. If we become aware that we have inadvertently received personally identifiable information from a User under the age of 13, except as we discussed above, we will delete the information from our records as soon as we discover it.

b. How We Use Information We Collect From Children Under Thirteen

When we collect personally identifiable information from children under the age of 13, we will only use that information for the express purpose for which it was collected. For example, if a child enters to receive a newsletter, we will use the child's e-mail address only to send him or her the newsletter. We will only collect your child's/student's full name, mailing address, and other personally identifiable information from you, the parent or teacher, and not from your child. The information will not be used for any purpose and the information will not be used after the promotion is complete.

We do not share information collected from children under the age of 13 with any third parties without a parent's or teacher's express consent, except those parties that help us administer the Site. These third parties may not use the information for any other purpose, and have agreed to maintain the confidentiality, security, and integrity of the information.

We may also disclose information if we believe in good faith that we are required to do so by law, or that doing so is necessary to comply with legal process, law enforcement agencies, respond to claims, or protect our rights in or the safety of the Site, or to protect the safety or rights of other users of the Site.

c. Parent's/Teacher's Rights

We want you to be comfortable with what your child/student is doing on the Site. Therefore, you may contact us at any time regarding privacy questions or concerns, or to request to review what personally identifiable information we have collected from your child/student. You may also contact us at any time to request that we delete your child's/student's, and your, personally identifiable information, and/or refuse to permit

further collection or use of your child's/student's information. We will take steps to ensure that any person contacting us for a child's information is that child's parent, guardian or teacher.

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A Final Note: The Internet is an evolving medium. If we need to change our privacy policy at some point in the future, we'll post the changes here. Of course, we will only use information in accordance with our policy at the time we collect the information.