

## **Up to Code Academy Privacy Policy**

Last updated on February 4, 2018

Your privacy is important to Up to Code Academy, Inc. (“Up to Code Academy”) and that is why we have developed a Privacy Policy that covers how we collect, use, share, and protect information that we collect from you online through the Up to Code Academy website and any other website, applications, or online services that Up to Code Academy operates that link to this Privacy Policy (collectively, the “Services”).

Our goal is to collect only the information about our users and their use of our Services that will help us to implement our Services and to provide the best online experience possible.

### **Collection of Information**

Up to Code Academy does not allow users under the age of 13 to provide us with personal information or register for an account on our website, applications, or Services. Our website, applications, and Services are all directed to users who are at least 13 years old. Each user who wishes to provide us with their personal information or register for an account on our website, applications, or Services, must confirm that they are at least 13 years old before doing so. We do not knowingly collect personal information from anyone under 13 years old.

You may be prompted to provide for some or all of the following types of information in order to register, access various content or features, submit photos and other content, directly contact us with questions or feedback, or access other features of the Services:

- Contact information, such as name or email address,
- Username and password,
- Geolocation information,
- Other information, such as school, city, state, and zip code,
- Communications preferences,
- Search queries,

- Comments and other information posted through interactive online features, and
- Correspondence you send to us.

## **Use of Information**

We generally use the information that we collect about you or your child to:

- Fulfill your or your child's requests for services and information,
- Process your online credit card payment if you choose to access our paid premium content or features,
- Enable you or your child to participate in interactive features, such as comment boxes and forums,
- Display content and information that you may be interested in,
- Customize the content displayed when you or your child use the Services,
- Analyze use of the Services to understand and improve our service offerings, such as determining which pages are most popular, which browsers are most used, how long users spend on the Services, and which websites they come from,
- Otherwise support the internal operations of the Services,
- Prevent potentially prohibited or illegal activities and enforce the Terms of Use, and
- For any other purposes disclosed to you or your child at the time we collect the information or pursuant to your consent.

We may aggregate your or your child's information with information about other users so that it no longer identifies and cannot reasonably be used to identify an individual person.

## **Disclosure of Information**

We will only share your information with trusted third parties who also agree to respect your privacy. We may share information that is collected from you in the following circumstances:

**Authorized third-party service providers.** We may share information with our trusted third-party service providers to help us process your payment, fulfill requests and perform various functions necessary to our educational mission, including usage analytics, data processing, and account management. For example, our service providers may provide to us and analyze on our behalf usage information so that we can identify which of our services are most popular and how they can be improved.

**Business transfers.** We may share information in connection with a substantial business transaction, such as the sale of the Services, a merger, consolidation, asset sale, or in the unlikely event of bankruptcy.

**Legal purposes.** We may disclose information to respond to subpoenas, court orders, legal process, law enforcement requests, legal claims or government inquiries, and to protect and defend the rights, interests, property, safety, and security of Up to Code Academy, users, or the public.

**With your consent.** We otherwise may share your information with your consent. We also may share aggregated or anonymized information with third parties, including to help us develop content and services that we hope you will find of interest or to help these third parties develop their own products and service offerings.

**To Enforce our Terms of Use.** We may disclose your information if we determine that such disclosure is reasonably necessary to enforce our Terms of Use or protect our operations or users.

## **Use of Cookies, Web Beacons, and Other Technologies**

We may use cookies, web beacons, Local Shared Objects, and other similar technologies to collect information about your use of the Services. Cookies are small bits of information that are stored by a computer's web browser. Web beacons are very small images or small pieces of data embedded in images, also known as "pixel tags," "GIFs," or "clear GIFs," that can recognize cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from a computer or device. Local Shared Objects (sometimes referred to as "Flash Cookies") are similar to standard cookies except that they can be larger and are downloaded to a computer or mobile device by the Adobe Flash media player.

We use these technologies, for example, to help us recognize your browser as a previous user and save and remember any preferences that may have been set; to help us customize the content shown while you use the Services; to provide you with content customized to your interests and to understand whether users read email messages and click on links contained within those messages so that we can deliver relevant content and offers; and to help measure and research the effectiveness of our Services, interactive online content, features, and other communications.

We may allow third parties to place and read their own cookies, web beacons, and similar technologies to collect information through the Services. For example, our third-party service providers may use these technologies to collect information that helps us with traffic measurement, research, and analytics.

You may be able to refuse or disable cookies by adjusting your web browser settings. Because each web browser is different, please consult the instructions provided by your web browser (typically in the "help" section). Please note that you may need to take additional steps to refuse or disable Local Shared Objects and similar technologies. For example, Local Shared Objects may be controlled through the instructions on Adobe's Setting Manager page. If you choose to refuse, disable, or delete these technologies, some of the functionality of our site may no longer be available to you.

## **Do Not Track**

We do not track customers or users of our website over time and across third-party websites to provide targeted advertising. We do not respond to Do Not Track signals.

## **Children's Privacy**

Protecting the privacy of children is important to us. For that reason, we do not knowingly collect any personal information from anyone under the age of 13. Our website, applications, and Services are all directed to people who are 13 years or older. We do not authorize children under the age of 13 to register accounts on our website, applications, or Services, or to provide any of their personal information to us.

The security of your information is important to us. We have put reasonable security measures in place to prevent the loss, misuse, theft, and unauthorized access of your information. However, no transmission of data over the internet and no system for storage of electronic or physical data is guaranteed to be

### **Protection of Information**

completely secured. While we strive to protect your information, we cannot ensure or warrant the security of any information you provide to us.

### **Third-Party Services, Content, and External Links**

If you access third-party services, such as Facebook, Google, or Twitter, through the Services to share information about your experience on the Services with your friends and other connections, we may collect information about you from those services. In addition, those third-party services may be able to collect information about you, including information about your activity on our Services, and they may notify your connections about your use of our Services, in accordance with their own privacy policies.

You may access third-party content through the Services and navigate to third-party sites and services from links on the Services. Whether the third-party content appears within our Services (such as in an embedded video player), or you leave the Services to view the content on another website, the third party is in control of and independently produces, maintains, and monitors the content and third-party sites. When you watch third-party content that is made available through the Services or navigate to such third-party sites, you become subject to the third party's terms of use and privacy policies. You should review the privacy policies of these third-party sites for their policies and practices regarding the collection and use of your information as their policies may differ from ours. We do not accept any responsibility or liability for the privacy practices of third parties.

### **Changes to This Privacy Policy**

We may change this Privacy Policy from time to time, and we will indicate the last time this Privacy Policy was changed by updating the date at the top of this Privacy Policy. These changes will be effective immediately upon posting. We encourage you to check this page from time to time to ensure that you are familiar with the most recent version of this Privacy Policy. By using the Services, you agree to the terms and conditions of this Privacy Policy, and by continuing to use the Services after changes have been made, you agree to the changes.

### **Still Have Questions?**

If you have any questions or concerns regarding this policy, please contact us at:

Up to Code Academy  
info@uptocode.academy

Please read the Terms of Use for Terms and Conditions for using the Up to Code Academy website, applications, or services.