



Big Picture Learning/ImBlaze Privacy Statement

Big Picture Learning (“**BPL**” or “**We**” or “**Us**” or “**Our**”) is committed to protecting the privacy of individuals who visit BPL’s Web sites (“**Visitors**”) including ImBlaze and Big Picture Learning Web sites, Users (as defined below) who register to use Our site and services (the “**Services**”), and individuals who register to attend the Company’s events (“**Attendees**”) (collectively, “**You**”).

This Privacy Statement describes BPL’s privacy practices in relation to the use of BPL’s Web sites and the related Services. In these terms, the word “**Sites**” refers to each of the aforementioned websites and the services offered on those Sites. You automatically agree to these Terms and to our Privacy Statement simply by using or logging into the Sites.

“**User**” or “**Users**” refers to an individual who is authorized by You to use the Services, for whom You have purchased a subscription (or in the case of any Services provided by Us without charge, for whom a Service has been provisioned), and to whom You (or, when applicable, Us at Your request) have supplied a user identification and password (for Services utilizing authentication). Users may include, for example, Your employees, students, internship coordinators, or third parties with which You transact business. Users may not include anyone under the age of 13, and in the event a User is under the age of 18 You agree that You have secured sufficient consent from such minor’s legal guardian permitting such minor to use the Services.

1. Information We Collect

When expressing an interest in obtaining additional information about the Services or registering to use the Services, BPL may require or give the option for You or your Users to provide the following information, as applicable:

- Your contact information (which may include user name, password, and answers for password reminders);
- School’s contact information, such as first and last name, postal address, telephone number, and email address (“**Required School Information**”);
- Such User contact information and shall be reasonably necessary for the provision of Services, but which information shall be limited to first and last name, name of school, email address, postal address, telephone number (where a User is under the age of 18, we may request the telephone number of a parent, guardian or other authorized party)(collectively, “**Required User Contact Information**”);
- User demographic information, such as age, grade level, birth date and gender (“**User Information**”);
- Survey-type information, such as information about User’s hobbies, attitudes, interests, and skills.

Required School Information, User Contact Information, and User Information are referred to collectively as “**Data About ImBlaze Registered Schools**”, or in the case of Users, “**Data About ImBlaze Registered Users.**”

As you navigate BPL’s Web sites, BPL may also collect information through the use of commonly-used information-gathering tools, such as cookies and web beacons (“**Website Navigational Information**”). Website Navigational Information includes standard information from your web browser (such as browser type and browser language), your Internet Protocol (“**IP**”) address, location, and the actions you take on BPL’s websites (such as the web pages viewed and the links clicked).

2. Use of Information Collected

We may use information that we collect through the Services for a variety of purposes, including to:

- Provide you with the services and information you request;
- Respond to correspondence that we receive from you;
- Contact you via email and otherwise about services and events;
- Send you transactional or administrative communications;
- Maintain or administer the Services, perform business analyses, research, or for other internal purposes to improve the quality of our Services,
- Customize and personalize your use of the Services to better meet your needs and the needs of your students; and
- As otherwise described to you at the point of collection or pursuant to your consent.

BPL uses Website Navigational Information to operate and improve BPL’s websites. BPL may also use Website Navigational Information alone or in combination with Data About ImBlaze Registered Schools and Data about ImBlaze Users to provide personalized information about BPL. For additional information about the use of Web Site Navigational Information, please see [Section 3](#) below.

We take steps to retain your information only for as long as it is necessary for the purposes for which it was collected.

3. Web Site Navigational Information

This section describes the types of Website Navigational Information used on BPL’s websites and how this information may be used.

Web Beacons

BPL uses Web beacons alone or in conjunction with cookies to compile information about Users and Visitors’ usage of BPL’s websites and interaction with emails from BPL. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you view a particular website tied

to the web beacon, and a description of a website tied to the web beacon. BPL uses web beacons to operate and improve BPL's websites and email communications.

IP Addresses

When you visit BPL's websites, BPL collects your IP addresses to track and aggregate non-personal information. For example, BPL uses IP addresses to monitor the regions from which users and visitors navigate BPL's websites.

Social Media Features

BPL's websites may use social media features, such as the Facebook 'like' button ("**Social Media Features**"). These features may collect your IP address and which page you are visiting on BPL's website, and may set a cookie to enable the feature to function properly. You may be given the option by such Social Media Features to post information about your activities on BPL's website to a profile page of yours that is provided by a third party Social Media network in order to share with others within your network. Social Media Features are either hosted by a third party or hosted directly on BPL's website. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media Features.

Do Not Track

Currently, various browsers – including Internet Explorer, Firefox, and Safari – offer a “do not track” or “DNT” option that relies on a technology known as a DNT header, which sends a signal to websites visited by the user about the User's browser DNT preference setting. BPL does not currently commit to responding to browsers' DNT signals with respect to BPL's websites. BPL takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

4. Children's Privacy

BPL is committed to protecting the privacy of minors who may use the Services.

Users under the age of 13 are not permitted to access the Services, the Services are intended for students over the age of 13, and we take steps to avoid collecting personal information directly from children under the age of 13 years old ("**child**" or "**children**"). Given that Our website is not aimed at this age group, we do not anticipate the submission of such information to Us. If you have questions concerning Our information practices with respect to children, or if You would like to review, have deleted, or stop the further collection of Your student's personal information, You may email Us at info@imblaze.org.

5. Sharing of information collected

We are committed to maintaining Your trust, and we want You to understand when and with whom We may share the information We collect.

Service Providers

BPL may share Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users with BPL's contracted service providers so that these service providers can provide services on Our behalf. BPL may also share Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users with BPL's service providers to ensure the quality of information provided, and with third-party social networking and media websites, such as Facebook and LinkedIn, for marketing and advertising on those websites. Unless described in this Privacy Statement, BPL does not share, sell, rent, or trade any information with third parties for their promotional purposes.

Big Picture Learning Affiliates

BPL may share Data About ImBlaze Registered Schools with affiliates of BPL and service providers to provide the Services and to improve the Services.

Business Partners

From time to time, BPL may partner with other companies to jointly offer services. If You specifically express interest in a jointly-offered service from BPL, BPL may share Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users collected in connection with your expression of interest with Our joint promotion partner(s). BPL does not control Our business partners' use of the Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users We collect, and their use of the information will be in accordance with their own privacy policies. If You do not wish for Your information to be shared in this manner, You may opt not to specifically express interest in a jointly-offered service. If You choose to share Your information with business partners in the manners described above, Your information will be subject to the business partners' respective privacy statements.

Third Parties

This Privacy Statement sets forth the information BPL collects on BPL's websites and the information We share with third parties. We may share information with third parties when You consent to such sharing, including when You post information to a user profile or a public area of the Services, such as a chat room, forum, blog, or other community tool. When Users choose to access third-party services, such as Facebook, Twitter, or LinkedIn, through the Services, these third-party services may be able to collect information and notify connections on the third-party services about the user's use of the Services, in accordance with their own privacy policies. BPL is not responsible for the personal information You choose to submit in these forums.

BPL's websites may contain links to other websites. This Privacy Statement does not apply to such third-party content or services. The information practices or the content of such other websites is governed by the privacy statements of such other websites. BPL encourages You to review the privacy statements of the other websites to understand their information practices.

BPL does not authorize the collection of personal information by third parties through advertising technologies deployed on BPL's websites, nor do we share personal information with any third parties collected from the BPL's websites, except as provided in this Privacy Statement. [Section 3](#) of this Privacy Statement, Web Site Navigational Information, specifically addresses the information We collect through cookies and web beacons, and how You can control cookies through Your Web browsers.

Compelled Disclosure

BPL reserves the right to use or disclose information provided if required by law or if BPL reasonably believes that use or disclosure is necessary to protect BPL's rights and/or to comply with a judicial proceeding, court order, or legal process.

Aggregate Information

We may disclose to third parties information that does not identify individual Users, such as aggregate website usage data or demographic reports.

6. Communications preferences

BPL offers You and Your Users who provide contact information a means to choose how BPL uses the information provided. If You provide BPL with contact information, You can manage how BPL uses Your information by emailing info@imblaze.org with Your request. You may manage Your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of BPL’s marketing emails.

7. Correcting and Updating Your information

You and Your Users can update or change their profile information by editing their user profile or organization record.

Visitors and Users who are students and coordinators may contact You or their relevant school to update their contact information, discontinue their account, or have information about them in the Services returned. If the school is unable to assist, BPL will take reasonable measures to assist to the extent such action is reasonably possible via the BPL Services.

You may contact BPL to update their contact information, discontinue Your account, or have information about You in the Services returned.

8. Security

BPL uses robust security measures to protect Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users. Because BPL uses the Services to maintain Data About ImBlaze Registered Schools and Data About ImBlaze Registered Users, this information, which is stored in the Services, is secured in the same manner as described here. While we strive to protect Your information and privacy, please note that no data transmission or storage can be guaranteed to be 100% secure.

9. Changes to this Privacy Statement

We reserve the right to modify this Privacy Statement at any time by posting revisions here. Your continued use of the Services after any modification to the Privacy Statement constitutes Your acceptance of the new terms and conditions.

10. Contacting Us

Questions regarding this Privacy Statement or the information practices of BPL’s websites should be directed to BPL by contacting us at:

Big Picture Learning

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