



Pearson

Pearson Classroom Assessment Products, Assessment Platform Privacy Policy

YOU ARE REQUIRED TO READ THESE TERMS AND CONDITIONS OF USE CAREFULLY BEFORE USING THE SITE

Before using this Site, please read this privacy policy and the terms of use for the assessment product carefully. By using the Site and its services, you acknowledge that you understand, accept, and agree to the terms of this Privacy Policy. If you have any questions concerning this Privacy Policy or the Terms of Use of the site, please contact Pearson at PearsonAccessPrivacy@pearson.com.

Introduction

Pearson is under contract with certain education agencies (including state education agencies) and educational institutions or organizations (“Education Agencies”) to provide services for designated educational assessment programs (“Assessment Programs”). Each Education Agency contracts with Pearson to provide this site pursuant to agreed specifications. Some features of this site may not be accessible to all users. This Privacy Policy explains Pearson’s privacy policy with respect to the personal information collected through its site.

Purpose of this Site

Pearson Classroom Assessment Products (“CAP”) Platform is an education data portal with various features designed for use by a variety of education stakeholders, including educators, parents, and students. Some features of Pearson CAP Assessment Platform are designed for and only available to Education Agency and School District and School authorized staff (“Educators”).

The purpose of the Pearson CAP Assessment Platform features for Educators is to facilitate: (a) enrolment of students for assessments; (b) ordering of assessment-related materials; and (c) assessment record keeping and reporting.

Pearson collects and uses personal data through this Site in accordance with, and for the purpose of fulfilling its Assessment Program contract with the Education Agency for which such personal data is collected.

Access

Access to the Pearson CAP Assessment Platform site related to each Assessment Program is restricted by password to users authorized by the Education Agency sponsoring such Assessment Program. State Education Agencies are responsible for authorizing Educator access to this Site, or providing Pearson with such authorized user information.

Information Collection

Education Agency and School District Personnel: To create an Assessment Program record for a student and register students for an assessment in that Assessment Program, the following information may be collected from Educators through this Site, as specified by the Education Agency sponsoring the Assessment Program: student's name, date of birth, gender, state-wide identifier, student's first language, ethnicity, grade level, participating in an Individualized Education Program (IEP). Other demographic information may also be collected if so specified by the Education Agency for the Assessment Program. To order materials related to an Assessment Program, the following personal information may be collected: name, school district, address, phone number, and quantity. If Pearson receives inquiries or emails about or through the Site from Educators, Pearson may keep a record of the email, correspondence and comments, including the individual's name, school district or organization name and email address in order to reply to the communication, perform Site support and issue resolution and maintain business records concerning this Site.

Parents and Students: At this time, Pearson does not seek to collect personal information directly from parents or students through this website.

Information Access and Correction

Only an authorized Educator may enter data on a student's record through this Site. An authorized Educator may review the student record on this Site, make student record changes, review available assessment reports and otherwise track data for that student. An Educator may contact Pearson at PearsonAccessPrivacy@pearson.com if the Educator believes there may be an issue with a student record, an assessment report, or encounters any issues in accessing or correcting information through this Site.

Information Use or Disclosure

Pearson will use the data provided by Educators through this Site to fulfil orders for assessments, create reports and records concerning students, and perform other contractual obligations for the Education Agency sponsoring the Assessment Program.

Except for the limited exceptions set forth below, Pearson will not share with, or disclose to, third parties, the names of users, students, or any other personally identifiable information collected through or in connection with this Site. Pearson may, however, use or disclose personally identifiable information:

- As requested or required by the Education Agency for the Assessment Program or the user's or student's School or School District;

- In response to subpoenas, court orders, or legal process to the extent permitted or required by law;
- To protect student or user security, or the security of other persons, consistent with applicable laws;
- As required by law;
- In connection with the sale, joint venture or transfer of some or all of the assets of NCS Pearson, Inc., subject to written approval from the Education Agency;
- To affiliated companies and contractors providing services for the Assessment Program who are obligated to take appropriate commercially reasonable steps to maintain the confidentiality of such information and use it solely for the purposes specified in this Privacy Policy.

Non-personally identifiable, aggregated information collected through this website may be used by Pearson for quality assurance and for research and development and may be disclosed to third parties in non-personally identifiable form upon receipt of written approval from the Education Agency.

Security and Confidentiality

Subject to the other provisions of this Privacy Policy and contractual obligations, Pearson will take commercially reasonable steps to maintain the confidentiality of all personal information and student records collected and managed through this Site. For example, this Site currently uses industry-standard SSL-encryption to protect user account and password information and uses a secure connection to Pearson servers, which are protected by firewalls to prevent unauthorized break-ins. The administrative system and authentication mechanisms are protected through the use of SSL encryption of data transmitted via HTTP. As other security methodologies become commercially available, Pearson may change its current security systems processes or substitute these systems with other security systems or processes. UNFORTUNATELY, NO DATA TRANSMISSION OVER THE INTERNET IS GUARANTEED COMPLETELY SECURE, GIVEN THE INHERENT OPERATION AND STRUCTURE OF THE INTERNET, ALL TRANSMISSIONS ARE DONE AT YOUR OWN RISK.

Precautions to be Taken by Users

User information and access to this Site is password protected for the privacy and protection of student personal and student assessment data. Educators, Parents and Student users are urged to keep confidential all user information and passwords. If storage of this information is required, it is recommended that it be kept in a secure location. To protect data, users should always log off when exiting this Site and not divulge or share user identification or passwords with anyone.

Cookies and Do Not Track

The use of cookies is a common practice for internet facing web applications. Cookies are small text files that a website transfers to your computer's browser. Cookies will provide the website with non-personally identifiable information, but does identify your computer, browser, and internet specifications. This Site uses cookies to measure traffic patterns, personalize content, and control

security. This website does not respond to “do not track” signals or comparable signals or mechanisms.

IP Addresses

An IP address is a number automatically assigned to your computer by your internet service provider. This Site may collect IP addresses, the associated URL's, domain types, the browser type used to access the Site, the country, state, and telephone area code where the user's internet service provider's servers are located, the pages of this Site that users viewed during their visit and any search terms entered on the Site. Collections of IP addresses is generally for the system administration purposes to monitor the level of activity on the Site and for security reasons.

Links to Other Sites

This Site may contain links to other websites related to the Assessment Program on the internet, which may include Education Agency sites, or other Pearson websites. The information practices of those websites are not covered by this Privacy Statement or any other policies or terms applicable to this Site. You should read the terms and policies of those other websites before supplying information to that site or otherwise using the site.

Web Trend Information

We may use Google Analytics to obtain web trend information about user interaction with this site for system administration purposes and to identify problems and improve service. While Google Analytics collects and reports information on an anonymous basis, Google Analytics uses cookies and collects IP addresses to gather web trend information. For further information about Google Analytics, and for links to Google's Privacy Policy and an opt-out tool for Google Analytics, go to www.google.com/intl/en/analytics/privacyoverview.html.

Changes to Privacy Policy

This Privacy Policy and the Terms of Use for this Site may be revised from time to time through an updated posting. You should, therefore, check both the Privacy Policy and the Terms of Use periodically. Revisions are effective upon posting and your continued use of this site following the posting of such revisions will indicate your acceptance of such revisions.

Contact Information

If you have questions or concerns about this Privacy Policy, please contact us by email. Our email address is PearsonAccessPrivacy@pearson.com. If you want us to respond to your comment or question, please provide your contact information in your message.

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