

## // PRIVACY POLICY

Last Updated: May 27th, 2020

Centric Learning, Inc. ("CENTRIC LEARNING") is committed to protecting your privacy. We have prepared this Privacy Policy to describe our practices regarding the personal information that may be collected from users of our websites which post this Privacy Policy, including <http://herols.com> ("SITE"), Centric Learning's iOS, Android, and other mobile applications ("APPS"), and other related educational services ("SERVICES"). By submitting personal information through our Site, Apps, or Services, you expressly consent to the processing of your personal information in the U.S. in accordance with this Privacy Policy. The use of personal information collected through our service shall be limited to the purposes described in this Privacy Policy.

Centric Learning, Inc. ("CENTRIC LEARNING" or "we") complies with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, respectively. Centric Learning has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

Centric Learning is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC).

### DISPUTE RESOLUTION

In compliance with the EU-US and Swiss-US Privacy Shield Principles, Centric Learning commits to resolve complaints about your privacy and our collection or use of your personal information. European Union or Swiss individuals with inquiries or complaints regarding this privacy policy should first contact Centric Learning at:

USA (866) 498-3533  
UK 0330 828 0922  
[info@centriclearning.net](mailto:info@centriclearning.net)

Centric Learning has further committed to refer unresolved privacy complaints under the EU-US and Swiss-US Privacy Shield Principles to an independent dispute resolution mechanism, the BBB EU PRIVACY SHIELD, operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <http://www.bbb.org/EU-privacy-shield/for-eu-consumers> for more information and to file a complaint.

Please note that if your complaint is not resolved through these channels, under limited circumstances, a binding arbitration option may be available before a Privacy Shield Panel.

### **IMPORTANT NOTICE FOR SCHOOL USERS**

If you are a user (or a parent, carer, or guardian of a user) who was given access to the Services by the organization you are affiliated with, this Privacy Policy does not govern your organization's collection, use, or disclosure of personal information through the Site, Apps, or Service. We are not responsible for your organization's collection, use, or disclosure of your personal information. Please contact your organization to better understand your organization's privacy practices. Centric Learning will retain personal information we process on behalf of organizations for as long as needed to provide services and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Centric Learning uses only de-identified and aggregated data for its own purposes.

### **IMPORTANT NOTICE REGARDING CHILDREN UNDER 13**

This Privacy Policy generally applies to the users of our Services. If however, a user identifies themselves as under the age of 13 (a "CHILD"), we will collect, use and share the Child's information as described in the subsection below entitled "A Special Note About Children".

### **DATA YOU PROVIDE TO US.**

We collect information from you, such as first and last name, gender, e-mail and mailing addresses, professional title, company name, and password when you create an account to log in to our network. We also may retain information on your behalf, such as files and messages that you store using your account. If you provide us feedback or contact us via e-mail, we will collect your name and e-mail address, as well as any other content included in the e-mail. We also collect other types of personal information and demographic information that you provide to us voluntarily.

### **DATA COLLECTED VIA TECHNOLOGY.**

To make our Site, Apps, and Services more useful to you, our servers (which may be hosted by a third party service provider) collect information from you, including browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, unique device identifiers, and/or a date/time stamp for your visit. Like most Internet services, we automatically gather this data and store it in server log files, but we do not link any of this automatically-collected data to personally identifiable information in HERO.

HERO uses cookies and sessions (as described below) and navigational data like Uniform Resource Locators (URL) to identify logged-in users and gather information regarding your HERO experience while logged-in. This tracking monitors user activity in HERO, such as navigation through curriculum, but does not include geographic identifiers such as location or IP address, nor does it include operating system or other device identifiers.

“**COOKIES and SESSIONS**” are small pieces of information that a website sends to your computer’s hard drive while you are viewing a website. We use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) as security to identify logged-in users as well as track their experience and activity in HERO.

## ANALYTICS

We use analytics services to help analyze how users use the Site and Apps. These services use cookies and scripts to collect and store information such as how users interact with our Apps, errors users encounter when using our apps, device identifiers, how often users visit the Site, what pages they visit, and what other sites they used prior to coming to the Site. We use the information we get from Google Analytics only to improve our Site, our Apps, and our Services. Please see the following links for more information about Google

Analytics: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html), <http://www.google.com/privacy.html>, and <http://www.google.com/analytics/tos.html>.

## FORUMS

HERO offers community discussion forums. You should be aware that any information you provide in these areas may be read, collected, and used by other HERO users who access them.

## USE OF YOUR DATA

Personal information entered into HERO is used for data warehousing, your school's individual data needs, help desk requests, and to overall aid us in serving you better. Centric Learning uses your personal information in the following ways: to create and maintain your HERO account; to identify you as a user in the HERO learning platform; to operate, maintain, and improve HERO web platform, HERO Apps, and Help Desk Services; to personalize and improve your HERO experience; to send you administrative e-mail; to respond to your comments or inquiries; to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity; and to otherwise communicate as a part of secondary fraud protection or follow up on information requests.

## DISCLOSURE OF YOUR PERSONAL INFORMATION

We will share your personal information with third parties only in the ways that are described as follows or with your express consent.

**AFFILIATES.** Although we currently do not have a parent, carer, or guardian company, any subsidiaries, joint ventures, or other companies under a common control (collectively, "AFFILIATES"), we may in the future. We may share some or all of your information with these Affiliates, in which case we will require our Affiliates to honor this Privacy Policy.

Centric Learning's accountability for personal data that it receives under the Privacy Shield and subsequently transfers to a third party is described in the Privacy Shield Principles. In particular, Centric Learning remains responsible and liable under the Privacy Shield Principles if third-party agents that it engages to process the personal data on its behalf do so in a manner inconsistent with the Principles, unless Centric Learning proves that it is not responsible for the event giving rise to the damage.

## THIRD PARTY SERVICE PROVIDERS

We may share identifying information (such HERO user ID number and name) with third party service providers for the sole purpose of providing you with Services that offered through HERO partners ("INTERNAL PURPOSES"). For example, we may share a user's HERO ID number with a third-party scheduling service HERO uses to set live tutoring appointments. This information is not used for marketing purposes, and is very limited in scope. We do not share addresses, demographics, birth dates, or other such personal information.

## OTHER DISCLOSURES.

Centric Learning may disclose information about you if it believes such disclosure is

necessary to (a) comply with laws or to respond to lawful requests and legal process; or (b) protect or defend the rights, safety, or property of Centric Learning, users of the Services, or any person including to enforce our agreements, policies, and terms of use, or (c) in an emergency to protect the personal safety of any person (collectively, "a", "b" and "c", ENFORCEMENT PURPOSES"). We may be required to disclose an individual's personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements. We may also share information about you in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company. In these circumstances, we will only share information with a company that has agreed, via contract, to data privacy standards no less stringent than those set out in this policy. In the event that information is shared in this manner, notice will be posted on our Site. We may also share de-identified and aggregated data with others for their own uses.

### **SOCIAL NETWORKING PLATFORMS.**

You may choose to independently connect with and share your own information with certain social networking platforms ("SOCIAL NETWORKING PLATFORMS") (e.g., a Facebook application) concerning Centric Learning or HERO. By choosing to publicly post these Social Networking Platforms, you allow Centric Learning to share public posts within the Social Networking Platform. For example, you might use an application to publish Centric Learning related notices on your Facebook wall.

We do not provide your HERO information to any Social Networking Platform, and it is the user's responsibility to manage their usage and privacy settings within the Social Networking Platform.

We also do not control the privacy practices of the Social Networking Platforms and sign-in services you choose to independently use and this privacy policy does not cover their practices, you should visit the privacy policies of any Social Networking Platform or sign-in service you choose to use to understand their practices.

## **// YOUR CHOICES REGARDING YOUR PERSONAL INFORMATION**

### **CHOICES**

We offer you choices regarding the collection, use, and sharing of your personal information. When you receive communications from us outside of the HERO platform, you may "opt-out" by following the unsubscribe instructions provided in e-mails you

receive from us or by contacting us directly at the contact information below. Most web browsers are set to accept cookies by default. If you prefer, you can typically remove and reject cookies from our Site with your browser settings. If you remove or reject our cookies, it will affect how our Site and Services work for you. Please note that Centric Learning will not use HERO information for marketing or sales, and will not contact students outside of HERO or the HERO help desk.

When you visit the Site, we and others give you the following choices about use of mechanisms for tracking, including tracking of your online activities over time and across different websites and online services by third parties.

Most web browsers are set to accept cookies by default. If you prefer, you can typically remove and reject cookies from our Site with your browser settings. If you remove or reject our cookies, it will affect how our Site and Services work for you.

You may also render some web beacons unusable by rejecting their associated cookies. If you choose to decline cookies, certain features of the Sites and Services that placed the cookie may not function properly or at all as a result.

If you do not wish for us to track emails we send you, some email services allow you to adjust your display to turn off HTML or disable download of images which should effectively disable our email tracking, or you may unsubscribe from our marketing emails as described above.

You may opt out of tracking of certain information collected by Google Analytics, one of our analytics providers as discussed above, on the Sites by [clicking here](#). We will provide an individual opt-out or opt-in choice before we share their data with third parties other than our agents, or before we use it for a purpose other than which it was originally collected or subsequently authorized.

While we and others give you the choices described in this Privacy Policy, there are many ways web browser signals and other similar mechanisms can indicate your choice to disable tracking, and we may not be aware of or honor every mechanism. To limit the use and disclosure of your personal information, please submit a written request to [info@centriclearning.net](mailto:info@centriclearning.net).

## CHANGES TO PERSONAL INFORMATION

You may change some of your personal information in your HERO account by editing your user profile within the Service. You may also request changes or deletions by contacting your school staff, local administrator, or the HERO help desk. All requests made directly to the HERO help desk must be verified in conjunction with authorized personnel at your school. Active schools/clients will always have access to and control of their staff and student information, as well as the ability to modify the information themselves.

We will retain your information for as long as your personal account or school-wide client is active, or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, student data retention laws, dispute resolution, and enforced agreements. We will delete information that resides in our archives when allowed by these external limitations.

Centric Learning acknowledges that EU and Swiss individuals have the right to access the personal information that we maintain about them. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data, should contact their school staff, local administrator, or direct a formal request to [info@centriclearning.net](mailto:info@centriclearning.net). If requested to remove data, we will respond within a reasonable timeframe.

## SECURITY OF YOUR PERSONAL INFORMATION.

Centric Learning takes reasonable steps to help protect your personal information in an effort to prevent unauthorized access, use, or disclosure. HERO employs SSL web security, as well as AWS server security to protect your stored data and web browser transmission of data. A hierarchy of user roles ensures only authorized users can view information appropriate to their role and school/client affiliation.

HERO requires a secure password upon a users' first login, and will require routine password changes as an additional measure of security. Since HERO access is based upon a username and password, it is up to the user to ensure they do not intentionally share credentials with any other individual. Users must contact their local administrator or the HERO help desk if they suspect unauthorized access.

Despite these measures, you should know that Centric Learning cannot fully eliminate security risks associated with personal information. No method of transmission over the Internet, or method of electronic storage, is 100% secure. If you have any questions about security on our Site or Apps, you can contact us at the contact information set forth below.

## A SPECIAL NOTE ABOUT CHILDREN

**NOTE TO PARENTS, CARERS, OR GUARDIANS.** We are required under the Children's Online Privacy Protection Act (COPPA), with limited exceptions, to obtain verifiable parental consent in order to collect, use or disclose personal information from Children. COPPA allows the Child's school, school districts and other educational institutions (collectively, "SCHOOLS") to obtain consent for the online collection of personal information from Children who are students of the School.

If a Child wants to use our Service, he/she must first obtain an account for our Services from the School ("ACCOUNT"). Before an Account is provided to a School, we require that the School (on behalf of the Child's parent, carer, or guardian or legal guardian ("PARENT")) (a) to consent to the collection, use and disclosure of personal information of the Child, through the Service, in accordance with this Privacy Policy, and (b) agree that the Child's online activities are subject to our terms of service.

As required under COPPA, we allow Parents, carers, or guardians to make certain choices regarding the personal information submitted by their Children as described in this subsection.

For example, if a representative of the Child's School contacts us and provides the Account information we request, we may assume that the person calling is acting on behalf of the Child's Parent.

**INFORMATION WE COLLECT, USE, AND SHARE:** In general, we collect the same information from student/child users that collect from other HERO users, and use and internally share such information for the same non-marketing purposes. In addition, our Service also allows Schools to access and interact with their students and their Parents, carers, or guardians. If your Child's School creates an Account for your Child, the School may share your Child's personal information, such as your Child's grades, test scores, attendance levels, and other information, with us. We may add all of this information to the information we have already collected from your Child via the Service, and we may use it as described in this Privacy Policy. We also may share your Child's personal information: (a) with the Child's Parent's Consent, or with your Child's School or those directed by your Child's School We are not responsible for any errors in information your Child's School provides to us. It is ultimately the client/school's decision as to what informaton they enter into HERO beyond the user's name and grade level.

**PARENT'S CHOICES REGARDING INFORMATION:** In general, we offer Parents, carers, or guardians the same choices that we generally offer to other users with respect to the collection, use, retention and disclosure of their Child's information. In addition, a Parent, carer, or guardian has the right to review the Child's personal information, which the Parent, carer, or guardian may obtain by contacting the Child's School. After review the Child's personal information, the Parent, carer, or guardian may ask us to update or delete the Child's personal information by requesting such changes through the Child's School. A Parent, carer, or guardian may prohibit us from sharing a Child's personal information with a third party by requesting such prohibition through the Child's School. Notwithstanding any such requests, we may continue to share a Child's personal information for Internal Purposes and Enforcement Purposes.



If a Parent, carer, or guardian chooses to prohibit any future collection, use or disclosure of the Child's personal information, the Parent, carer, or guardian may do so by terminating the Child's Account through the School, and requesting the deletion of the Child's personal information through the School. Upon receiving such request from the Child's School, we will delete the Child's Account information from our live databases and all information and data stored for such Account. Centric Learning will not have any liability whatsoever for any termination of the Account or related deletion of the Child's personal information.

When we delete personal information, it will be deleted from our active databases but may remain in our archives.

## PRIVACY SHIELD

Centric Learning commits to cooperate with EU data protection authorities (DPAs) and the Swiss Federal Data Protection and Information Commissioner (FDPIIC) and comply with the advice given by such authorities with regard to human resources data transferred from the EU and Switzerland in the context of the employment relationship. Centric Learning further commits to align practices with EU-US and Swiss-US Privacy Shield and BBB EU PRIVACY SHIELD guidelines.

The following entities connected to Centric Learning under common-control follow these same practices:

- W-A-Y Widening Advancements for Youth
- W-A-Y American School
- Centric Learning International PTE. LTD.
- CLEAR Investments
- H&R Solutions
- Centric Learning Online
- Centric Learning American School
- Centric Learning Micro School

## // CONTACT INFORMATION

Centric Learning welcomes your comments or questions regarding this Privacy Policy. Please e-mail us at [info@centriclearning.net](mailto:info@centriclearning.net) or contact us at the following addresses:

Centric Learning  
397 Main Street  
Belleville, MI USA 48111

## CHANGES TO THIS PRIVACY POLICY.

Centric Learning may change this Privacy Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date above, as well as update the link on the HERO login page at [herols.com](http://herols.com), and an announcement in the HERO platform along with a link to express concerns. Any changes that would expand Centric Learning's use of users' HERO information beyond the current agreement will prompt the user for consent within the HERO platform.

If such changes are material, a notice of the changes will be posted along with the revised Privacy Policy, prior to the change becoming effective. We encourage you to visit this page from time to time for the latest on our privacy practices