



Website and Marketing Privacy Notice

Effective Date: [DATE]

Introduction

Welcome to SchoolAI! We care about your privacy, and we want to be straightforward about how we handle your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint or request.

This Privacy Notice describes how SchoolAI, Inc. ("**SchoolAI**," "**we**," "**us**," or "**our**") collects, uses, and shares personal information through our website at www.schoolai.com and any associated subdomains (but not the Product itself), our live events, electronic communications with us (such as email or chat), your interactions with our advertising on third-party websites, and any other activities described in this notice (collectively, the "**Service**"). This Privacy Notice is incorporated into and governed by our [Terms of Use](#) or any applicable contract between us and an Institution.

In some cases, we may provide additional or different privacy notices for specific services or events at the time we collect your information. Also, when we offer goods and services to individuals in the European Economic Area (EEA) or the United Kingdom, we are subject to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (the "**GDPR**"); the UK Data Protection Act 2018, as amended by The Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019 (the "**UK GDPR**"); and the Swiss Federal Act on Data Protection 1992 (including as amended or superseded; the "**Swiss DPA**"), which applies across the entire European Union, the UK, and Switzerland, respectively. For California consumers, we are subject to the California Consumer Privacy Act of 2018 ("**CCPA**"), as amended by the California Privacy Rights Act of 2020 ("**CPRA**"). We are responsible as a "controller" of that personal information for the purposes of the GDPR. We are responsible for your personal information as a "business" under the CCPA/CPRA.

Who We Are

SchoolAI helps educators reach every student with AI tools built for real classrooms. We work with schools and districts to make school awesome — by finding out what students, and the people who support them, need and making it happen.

What This Privacy Notice Does Not Cover & Additional Privacy Rights For Certain People

Institutional data. This Privacy Notice does not apply to information we process on behalf of a school, district, or other educational institution ("**Institution**") under our service agreements. That information is governed by our contract with the Institution and any associated data protection addendum ("**DPA**"). If you have questions about how your Institution handles your data, please contact them directly.

Business context only. Because we provide services to Institutions rather than to individuals for personal, household, or family use, we treat the personal information we collect as relating to your role as a representative of your Institution — not to you in a personal capacity.

Third-party sites. Some of our services may link to websites or platforms we don't own or control ("**Third-Party Sites**"). Those sites have their own terms and privacy practices, and we're not responsible for their content or how they handle your information.

Children's data: For information about how we handle children's personal information in the educational context within the Product, please see our Children's Privacy Notice and COPPA Disclosure here or the applicable data processing agreement we have in place with the Institution.



Note on capitalized terms: When you see a capitalized term in this notice, it has a specific meaning defined either where it first appears, in the Definitions section at the end, or the MSA.



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1. Definitions

Throughout this Privacy Notice, the following terms have specific meanings when used in this Privacy Notice:

- **“Biometric Information”** means an individual’s physiological, biological, or behavioral characteristics, including information about an individual’s deoxyribonucleic acid (DNA), that is used or is intended to be used singly or with each other or with other identifying data, to establish individual identity. Biometric information includes, but is not limited to, imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.
- **“Community”** means the optional (users must opt-in to join) SchoolAI social platform available via the SchoolAI Technology, wherein individuals may interact with each other to share ideas. Upon joining the Community, an individual becomes a **“Community Member”**.
- **“Europe”** means the European Economic Area or the United Kingdom.
- **“Personal Information”** or **“personal data”** means any information relating to an identified or identifiable individual. It does not include de-identified or aggregated information.
- **“Product”** means SchoolAI’s AI-powered educational platform and associated features, as distinct from the marketing website and other services covered by this Privacy Notice.
- **“Service”** means the online services covered by this Privacy Notice, including our marketing website at www.schoolai.com, associated subdomains, live events, electronic communications, interactions with our advertising on third-party sites, and related activities.



- **“Special category personal information”** means Personal information revealing racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs, or trade union membership; genetic and biometric data; and data concerning health, sex life or sexual orientation, as defined by the CCPA.
- **“Sensitive Personal Information”** means Personal information revealing a consumer's social security number, driver's license and passport numbers, account numbers and credentials, precise geolocation, racial or ethnic origin, religious beliefs, or union membership, personal information concerning a consumer's health, sex life, or sexual orientation, contents of a consumer's mail, email and text messages where the business is not the intended recipient, genetic data, biometric information, or citizenship and immigration status, as defined by GDPR.
- **“Third-Party Sites”** means websites, platforms, or services not owned or controlled by SchoolAI that may be linked from our Service.

2. Personal Information We Collect About You, Use, and disclose

We may collect and use the following personal information, including sensitive personal information, and special categories of personal information, that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual as described below together with the categories of third-parties that we disclosed this information to for a business purpose currently and the preceding 12 months (as required by the CCPA):

Personal Information We Collect	CCPA Statutory Category	Categories of 3rd Parties to whom we “disclose” Personal Information for a business purpose
<u>Contact Information:</u> • Your name, email address, phone number, mailing and billing address, professional title, and your Institution's name.	• Identifiers • California Customer Records • Commercial Information • Professional or Employment-related information • Education Information • Characteristics of protected classifications Additional Information to the above, for Community Members: • Identifiers including: name, Institutional affiliation, and profile picture (to the extent you have shared one) will be visible to other community members	• Institutions owning your email domain name • Affiliates • Service Providers • Third-parties provided by you • Business partners • Professional Advisers • Authorities • Business Transferees • Community Members (to the extent applicable)
<u>Demographic information:</u> • Your city, state, country, zip code, and school district.	• Identifiers • California Customer Records • Geolocation Data Additional Information to the above, for Community Members: • Identifiers including: name, Institutional affiliation, and profile picture (to the extent you have shared one) will be	• Institutions owning your email domain name • Affiliates • Service Providers • Third-parties provided by you • Business partners • Professional Advisers • Authorities • Business Transferees • Community Members (to the