

NSTA's Privacy Policy Regarding Student Usage of NSTA Reader

NSTA Reader is a Program that provides teachers and their students with on-line access to educational materials in the field of science. If teachers and their students register for NSTA Reader, teachers have access to their students' usage of the Program.

The National Science Teachers Association ("NSTA" "we" or "us") respects students' privacy and recognizes the need to provide privacy protections with respect to personal information we may collect from students under NSTA Reader. We support the Children's Online Privacy Protection Act (COPPA) and take additional steps to protect children's privacy as described below.

How We Collect Personal information

Personal Information Limitation. We limit our collection of personal information from students to no more than reasonably necessary to participate in NSTA Reader.

Registration Process. Students are registered for the NSTA Reader by their teachers or school administrators. The registration includes the student's first name, and a username and password assigned by the teacher/administrator. No student email is required or requested and teachers/administrators are instructed not to include the student's last name or photograph. Parental consent (as described below) is required for registration of any child under the age of 13.

Persistent Identifiers. When students interact with NSTA Reader, certain technical information may be automatically collected to make NSTA Reader more interesting and useful, to diagnose and respond to problems, and for purposes related to NSTA's efforts to promote science education. This non-personal information may include students' dates and times of visit, time spent on the content, Device ID, the type of browser used (e.g., Chrome, Firefox, Internet Explorer), the type of operating system used (e.g., Windows 8, Mac OS) and the ISP from which students receive Internet access. The information is collected by using technologies such as cookies and other unique identifiers, and may be collected by us or by a third party service provider to NSTA, including the company that provides hosting services for NSTA Reader (see below).

How Personal information is Used

The information may be used in the following ways:

- To provide an interactive online learning experience. For example, if a student closes the NSTA Reader on one device and opens it on another, all of the student notes and highlights are saved and the Reader will open on the last page that the student accessed.

- To provide controlled interaction with teachers and peers. For example, teachers may set up private blogs that s/he monitors and/or project groups.
- Non-personal information, such as aggregate information about the pages visited, percent of ebook completed, review questions answered, may be used by teachers to gauge student learning and understanding of the content. Aggregate data from all schools, such as number of each ebook title, time on page, review questions answered, may be used by NSTA to improve current content or guide new content for students
- Non-personal information collected from a student (such as pages visited) may be combined with personal information (such as the student's first name), which may allow the student or his teacher to access the work completed by the student.

NSTA does not have access to personal information collected about individual students.

Children Under 13

Parental Consent Required. Children under the age of 13 must have parental consent before they can use NSTA Reader. We require the email address of a parent (or legal guardian) of the child, which is captured during the registration process. We use the parent's email address to seek parental consent for the child's registration and to explain what information we are collecting, how we plan to use it, how the parent can consent, and how the parent can revoke consent. We also provide a link to this privacy policy.

Upon request, a parent may review any personal information of his/her child collected by us, and may revoke consent for his/her child to participate in NSTA Reader at any time. Parents should contact us at ebooks@nsta.org to review or revoke consent for collection of his/her child's personal information. We will delete the child's registration and personal information and parental contact information upon request. A parent's online contact information will not be used or disclosed for any purposes other than as described under this policy.

Teacher Consent in Lieu of a Parent. With regard to school-based activities, teachers and school administrators are permitted under applicable law to act on behalf of parents to provide consent for the collection of personal information from children as long as the information is used in connection with the educational context authorized by the school. Schools should always notify parents about participation of their children in these activities. NSTA may elect to use teacher/administrator consent in lieu of a parent if it determines that it is appropriate to do so.

Data Protection

The security, integrity and confidentiality of personal information are extremely important to us. We have implemented measures to protect the information provided to or captured by us against unauthorized access and use. We use robust security measures to protect user information from loss, misuse, and alteration, and industry-standard practices

such as encrypted communications, firewalls, and password protection systems to safeguard the confidentiality of personal information.

From time to time, we review our security procedures to consider appropriate new technology and methods. Please be aware, however, that no security measures are perfect or impenetrable. We will retain personal information for the length of time needed to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law.

To view compliances that are followed by NSTA's hosting service provider, Magic Software, go to <http://www.getmagicbox.com/help/what-are-all-the-compliances-that-magicbox-follows/>

Cookies

We use "cookies," which are small data files stored on a user's computer that identify the user as a previous visitor. Cookies do not capture any personal information apart from username. Cookies (or other non-consensual methods) are not used to acquire contact information about the user. We may passively collect information on site usage patterns or through content that users access on NSTA Reader. For further information on the technologies we use to collect information, please contact ebooks@nsta.org.

Disclosure of Information

We do not disclose to third parties any student's (including any child's) personal information that we collect other than as follows, consistent with applicable law:

- We may share information with our service providers, including our hosting service provider, that assist us in operating NSTA Reader or servicing users, and our board of directors, so long as they agree to keep this information confidential. The address and contact information for our current hosting service provider appears below.
- We may disclose personal information if permitted or required by law, for example, in response to a court order or a subpoena. To the extent permitted by applicable law, we also may disclose personal information collected from students (i) in response to a law enforcement or public agency's (including schools or children services) request; (ii) if we believe disclosure may prevent the instigation of a crime, facilitate an investigation related to public safety or protect the safety of a child using our sites or applications; (iii) to protect the security or integrity of our sites, applications, and other technology, as well as the technology of our service providers; or (iv) enable us to take precautions against liability.

Change in Privacy Policy

We may change our privacy policy to accommodate new technologies, industry practices,

regulatory requirements or for other purposes. We will provide notice to parents of children using NSTA Reader of material changes in the policy and, where required by applicable law, we will obtain parental consent.

How May Parents Raise Other Questions or Concerns?

If a parent has any questions or concerns about his/her child's use of the NSTA Reader or NSTA's privacy policy, we encourage the parent to contact us at ebooks@nsta.org.

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