

# PRIVACY POLICY

*This policy was last updated on February 14, 2019.*

This privacy policy applies to the websites operated by Effective Schools Solutions, LLC (ESS) at the following URLs:

[www.effectiveschoolsolutions.com](http://www.effectiveschoolsolutions.com);  
<https://discover.effectiveschoolsolutions.com/tn-ctrl>; and  
<https://discover.effectiveschoolsolutions.com/tn-exp>

(collectively, the “Sites”). This policy does not apply to any other URLs operated by ESS.

This privacy policy advises users of the Sites of the categories of personal information that ESS may collect on the Sites and how ESS uses that information. Your use of the Sites indicates your consent to the terms of this Privacy Policy.

If you have any questions, comments or concerns regarding this privacy policy, please contact us via e-mail at [info@effectiveschoolsolutions.com](mailto:info@effectiveschoolsolutions.com) or mail to:

Customer Support  
Effective School Solutions, LLC  
25 De Forest Avenue, Suite 310  
Summit, NJ 07901

## **The Information We Collect At The Sites**

The Sites are intended for adults located within the United States. The Sites collect the following personally identifiable information when you voluntarily complete a “Contact” form or a form to download information about the ESS program:

Name  
Email Address  
Phone Number

School District  
Title

The contact form also requests that you provide a subject and a brief message, both of which are chosen by you.

The Sites collect no other personally identifiable information, nor do they collect any financial data.

However, our web servers may automatically collect and log web usage data and other information from you when you visit the Site. This information, including the Internet Protocol address of the device you use to access the Sites, referring site, pages viewed and length of visit, informs us about how visitors use and navigate our Sites. We may also use a third-party service (such as Google Analytics) to track trends and Site usage.

Finally, although the Sites do not have third-party advertising, they do contain cookies from third-party advertising networks that are capable of tracking visitors to other websites elsewhere on the Internet.

### **How we use and share information collected**

We use the personally identifiable information that you provide to us on the Sites to contact you in order to respond to your inquiry. In addition, we may add your email address to our database so that we can contact you in the future regarding ESS services.

We use third-party suppliers and service providers to fulfill the services offered on our Sites and may make personal information available to them to the extent necessary for them to provide services to us, but they are prohibited from using such personal information for their own or any other purpose.

We do not sell or share the personally identifiable information we collect on the Sites with non-affiliated third parties for their marketing purposes or for any other use. However, we will provide personally identifiable information to non-affiliated third parties in response to subpoenas, court orders, or to otherwise comply with law, to protect our interests or when

we believe in good faith the law requires it.

We retain the personally identifiable information that you provide to us for the time needed to respond to your inquiry, and for a reasonable time thereafter.

### **Use of Cookies**

Like most websites, we may employ cookies or other browser identification techniques to help visitors more efficiently use the Sites. A cookie is a string of information that is sent by a website and stored on a user's hard drive. Cookies can enhance your experience by storing your preferences and customizing content for you. If you do not want your browser to accept cookies, you can modify the cookie option in your browser's settings. You can also set your browser to notify you when a site sends you a cookie

Our Sites do not honor Do Not Track signals from browsers.

### **Choice/Opt-Out**

You do not need to provide us with your name and contact information, but if do not do so we would be unable to respond to your request.

If you would prefer to opt-out of receiving future marketing communications or publications from ESS, please notify us of your preferences by e-mail at [info@effectiveschoolsolutions](mailto:info@effectiveschoolsolutions), and we will use commercially reasonable efforts to fulfill your request.

### **Security**

Our Sites use industry standard SSL technology (indicated by https: in the URL) when receiving credit card information, and we review and update our security measures as appropriate. While we have measures in place to help prevent unauthorized access, maintain data security and make proper use of the information that we collect, no transmission of data over the Internet is guaranteed to be completely secure; and we cannot guarantee the security of any information you provide to us.

### **Reviewing your Information**

If you want to ask about the personally identifiable information we have

collected about you or want us to delete it, you may contact us via e-mail at [info@effectiveschoolsolutions.com](mailto:info@effectiveschoolsolutions.com).

### **Children's Privacy**

The Sites are intended to be accessed by adults in the United States. We do not knowingly collect personally identifiable information on the Site from children under the age of 13. If we learn that we have personally identifiable information on a child under the age of 13 we will delete that information.

### **Non-U.S. Visitors to the Site**

The Site is directed towards adults who reside in the United States, and ESS provides services only within the United States. It is not our intent to gather personally identifiable information from individuals residing outside of the United States. If you are located outside of the United States, the information you provide to ESS will be transferred to the United States whose laws may not provide the same level of protection for personal information as your home country. By using the Site, you consent to this transfer.

### **Transfers of Control**

In the event ESS or the Sites are sold or restructured, the personal information that we have collected about you will be transferred to the acquiring company. The acquiring company will assume the rights and obligations regarding your personal information as described in this privacy policy.

### **Policy Modifications**

ESS reserves the right to change this privacy policy from time to time to reflect changes in our business practices. Any changes to this privacy policy, including information collected and the use and disclosure of information, will be posted here. Following any modification, we will revise the "last updated" date at the top of this privacy policy, so be sure to check back periodically for the most current version of our privacy policy.