

# FAMILY ENGAGEMENT LAB

## PRIVACY POLICY

*Last modified on May 25, 2021.*

Family Engagement Lab (“**Family Engagement Lab**,” “**we**,” “**our**,” or “**us**”) respects the privacy of visitors to its website, [www.familyengagementlab.org](http://www.familyengagementlab.org) (the “**Site**”), and is committed to the protection of the Personal Information (defined below) we collect through the Site. This Privacy Policy explains how we collect, use, and share the Personal Information we collect from visitors to our Site.

**BY ACCESSING OR USING THE SITE, YOU CONFIRM THAT YOU HAVE READ, UNDERSTOOD AND AGREE TO THE TERMS OF THIS POLICY. IF YOU DO NOT AGREE TO THE TERMS OF THIS POLICY, DO NOT ACCESS OR USE THE SITE.**

### 1. HOW WE COLLECT AND USE INFORMATION

We collect the following types of information:

#### **PERSONAL INFORMATION**

We collect and store certain Personal Information when you request to be contacted through our “**Contact Us**” form on the Site, request to receive our newsletter or provide information to us in some other manner. For purposes of this Privacy Policy, “**Personal Information**” refers to information that specifically identifies you, such as your name, e-mail address, and information relating to your query. For example, if you are a teacher or school partner and you request to be contacted, we may collect your name, e-mail address, role, and organization. By submitting your Personal Information on the Site you agree to the collection and use of your Personal Information on the basis described below. **IF YOU DO NOT AGREE, PLEASE DO NOT PROVIDE ANY PERSONAL INFORMATION VIA THE SITE.**

The Personal Information we collect through the Site is used in the following ways:

- (a) to respond to your message;
- (b) to provide and support the Site;
- (c) to improve the Site;
- (d) To send you the newsletter that you requested to receive;

- (e) for internal business analysis or other business purposes consistent with our mission;  
and
- (f) to carry out other purposes that are disclosed to you via the Site.

## **AGGREGATE INFORMATION**

We may collect general, non-personal, statistical information about the use of the Site, such as how many users visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they click on. This information represents a generic overview of our users, including their collective viewing habits, and allows us and other third parties to modify information based on user traffic and behavior. We collect this information through the use of technologies such as 'cookies' and web beacons. We collect this information in order to help enhance the Site to make for a better user experience.

## **2. HOW WE USE COOKIES AND OTHER TRACKING TECHNOLOGY TO COLLECT INFORMATION.**

- **Unique Identifiers.** We may collect certain information through unique identifiers such as IP address when you are using the Site.
- **Cookies.** Cookies and related technology allow us to provide you with a better user experience. For example, we may use the data collected through cookies to: (a) remember information so that a user will not have to re-enter it during subsequent visits; (b) provide custom, personalized content and information; (c) to identify you across multiple devices; (d) to provide and monitor the effectiveness of our Site; (e) monitor aggregate metrics such as total number of visitors, traffic, and usage on the Site; (f) diagnose or fix technology problems; (g) help users efficiently access information after signing in; (h) otherwise to plan for and enhance our Site.

You can block or disable cookies on your device at any time by indicating this in the preferences or options menus in your browser. You can also delete the cookies that are stored on your device. However, blocking, disabling, or deleting cookies may limit your ability to view all the pages of a site or use online services that require registration.

- **Third-Party Analytics.** We use third parties' analytic and tracking tools to better understand who is using the Site, how people are using the Site and how to improve the effectiveness of the Site and its content. Those third party companies may use cookies, pixel tags, or other technologies to collect and store anonymous information such as time of visit, pages visited, time spent using the Site, device identifiers, type of operating system used and other website(s) you may have visited. They may combine information they collect from your interaction with the Site with Personal Information they collect from other sources. We do not have access to, nor control over, third parties' use of cookies or other tracking technologies.

- **Third Party Tracking.** We do not permit third party advertising networks to collect information about your use of our website and Site over time and across websites for the purpose of serving targeted advertising.
- **DNT.** Do Not Track (DNT) is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. We do not recognize DNT.

### 3. HOW WE SHARE YOUR INFORMATION

We may share your information with third parties as follows:

- With your express permission;
- With third party vendors, consultants and other service providers that perform services on our behalf, as needed to carry out their work for us, which may include hosting services or providing analytics services;
- As required by applicable law, or if we reasonably believe that such action is necessary to (a) comply with applicable laws and the reasonable requests of law enforcement; (b) to protect the security or integrity of our Site or enforce our rules; and/or (c) to exercise or protect the rights, property, or personal safety of Family Engagement Lab, our visitors, or others;
- We may also share information with others in an aggregated and anonymous form that does not reasonably identify you directly as an individual; and
- If the disclosure is to a third party in connection with the sale, transfer or re-organization of some or all of Family Engagement Lab or its assets applicable to the Site, and any such acquirer or transferee will have the right to use and disclose such information subject to the terms of this Privacy Policy;

***We do not sell the Personal Information we collect or maintain to any third party for commercial gain.***

### 4. CONTROL OVER YOUR INFORMATION

**Communication Preferences.** You can stop receiving e-mail communications from us by clicking on the “unsubscribe link” provided in such communications. We make reasonable efforts to promptly process all unsubscribe requests. You may not opt out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the Site, technical, and security notices).

**Modifying or Deleting Your Content.** If you have any questions about reviewing, modifying, or deleting your information, or if you want to remove your name or comments from our Site or publicly displayed content, you can contact us directly at [portal@fastalk.org](mailto:portal@fastalk.org). We may not be able to modify or delete your information in all circumstances.

## **5. DATA SECURITY**

We care about the security of your Personal Information and use commercially reasonable physical, technical, and organizational measures designed to preserve the integrity and security of all information we collect. However, we cannot and do not provide any assurance that these measures will be sufficient to protect the information you choose to transmit to our Site. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate and where appropriate, notify those individuals whose information may have been compromised in accordance with any applicable laws and regulations.

## **6. CHILDREN'S PRIVACY**

Our Site is intended for use by adults. We do not knowingly solicit or collect Personal Information from children under the age of 13. If we learn that any Personal Information has been collected inadvertently from a child under 13, we will delete the information as soon as possible. If you believe that we might have collected information from a child under 13, please contact us at [portal@fastalk.org](mailto:portal@fastalk.org).

## **7. LINKS TO THIRD-PARTY WEBSITES AND SERVICES**

For your convenience, our Site may provide links to third-party websites or services that are not governed by this Privacy Policy. To the extent that any linked third-party websites or services you visit are not owned or controlled by us, we are not responsible for those websites' or services' content or information practices. Our inclusion of such links does not imply any endorsement of the content on such sites or of their owners or operators except as disclosed on the Site. Any information submitted by you directly to these third parties is subject to that third party's privacy policy. We encourage you to review the privacy policies of any website or service before providing any Personal Information.

We expressly disclaim any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties.

## **8. CALIFORNIA RESIDENTS**

We do not share personal information as defined by California Civil Code Section 1798.83 ("**Shine The Light Law**") with third parties for their direct marketing purposes.

## **9. CHANGES TO THIS PRIVACY POLICY**

If we decide to update our Privacy Policy, we will indicate this next to the Privacy Policy link on the front page of our Site. If there are material changes to the Privacy Policy, we will prominently post and/or communicate such changes prior to implementing them.

**IF YOU DO NOT ACCEPT AND AGREE TO THIS PRIVACY POLICY, INCLUDING ANY CHANGES, THEN YOU MUST NOT ACCESS OR USE THE SITE.**

## 10. CONTACT US

For additional inquiries about this Privacy Policy, please contact us at:

Family Engagement Lab  
548 Market Street, #42210  
San Francisco, CA 94104  
Telephone: 415-683-0781  
[portal@fastalk.org](mailto:portal@fastalk.org)