

Reading Horizons Privacy Policy

Last modified: May 2024

Introduction

HEC Software, Inc., a Utah corporation doing business as Reading Horizons (“Reading Horizons,” “Company,” or “We”), is committed to protecting your privacy.

This policy outlines the types of information we may collect from you or your child or student (hereinafter referred to as “Child” or “Student,” and individually or collectively with you as “you”) or that you may provide when you access any of the services offered by the Company, including without limitation any related websites (including www.readinghorizons.com), applications, online systems, software, digital or cloud-based platforms, or otherwise (the “Services”), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

Application of Privacy Policy

This policy applies to the information we collect:

- **On Websites:** We collect information on this or any related website operated by Reading Horizons.
- **Through Communications:** We collect information in email, text, and other electronic messages between you and Reading Horizons or through any platform or software offered under the Services.
- **Via Applications:** We collect information through any mobile and desktop applications included in the Services, such as applications that provide dedicated non-browser-based interaction between you and the Services.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you disagree with our policies and practices, you should not use our Services. You agree to be bound by this Privacy Policy by accessing or using any of the Services. Please note that this policy is subject to change periodically (see the section at the end of this document titled “Changes to Our Privacy Policy”).

Important Notice for School Users

If your Child’s School has given your Child access to the Services, in addition to this Privacy Policy, the collection, use, and/or disclosure of your Child’s information by the School and Reading Horizons are also governed by the terms of the written agreement Reading Horizons entered into with your Child’s School (the “School Agreement”), and the School’s policies and procedures. In all instances, Reading Horizons adheres strictly to all applicable state and federal laws protecting student information. If you have questions about the School Agreement or the privacy practices of your Child’s School, please contact the School’s administrator.

Information We Collect and How We Collect It

We may collect several types of information from and about users of our Services, including the following:

- **Personal Information:** Information by which you are personally identified, such as your name, postal address, email address, telephone number, or date of birth.
- **Anonymous Information:** Details about you but do not individually identify you, such as your grades, scores, or payment information.
- **Technical and Usage Information:** Data about your internet connection, the equipment you use to access our Services, and your usage details.

We may collect this information in several ways:

- **Directly from You:** When you provide it to us directly, such as during account setup, completing transactions, or through interactions with our Services.
- **Automatically through Our Site:** We automatically collect information as you navigate through the site. This may include usage details, IP addresses, and data gathered through cookies, web beacons, and other tracking technologies.
- **From Third Parties:** We may receive information about you from third parties, such as our business partners.

Information You Provide to Us

The information we collect on or through our Services may include the following:

- **Form Data:** Information you input while filling out forms on our Services. This includes details provided at the time of registering to use our Services, as well as information you submit when using our Services. Additionally, we may collect information when you report a problem with our Services.
- **Communication Records:** Records and copies of your correspondence, including email addresses, if you contact us.
- **Survey Responses:** Your responses to surveys that we might ask you to complete for research purposes.

You also may provide information to be published or displayed (hereinafter, “posted”) on public or shared areas of the Services or transmitted to other users of the Services or third parties, such as social media accounts associated with the Services (collectively, “User Contributions”). Please be aware that these contributions are posted and transmitted to others at your own risk. We cannot control the actions of others with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information about Schools

We ask for certain information when a School administrator registers a School with Reading Horizons or if the administrator corresponds with us online, including a name,

School name, School district, School email address and/or account name and password, phone number, message content, and information relating to the School's information systems. We may also retain information a School provides if the School sends us a message, posts content to our website or through our Services, or responds to emails or surveys. Once a School begins using the Reading Horizons Services, we will collect content and information provided by the School through the School's use of the Services, and we will keep records of activities related to the Services. We use this information to operate, maintain, and provide the features and functionality of the Services, to analyze and improve our Services offerings and functionality, and to communicate with our Schools and website visitors.

Student Data

During the provision of our Services to a School, Reading Horizons may access personally identifiable information about students ("Student Data"), which can be provided by the School, a parent or guardian, or directly by the student. The specific Student Data we receive depends on the Services the School selects and the learning applications the School integrates with our Services. Reading Horizons accesses Student Data solely as authorized by the School and only to perform Services on the School's behalf.

We treat Student Data as confidential and do not use such data for any purpose other than to provide the services on the School's behalf, in accordance with contractual agreements with the School, and for our research purposes to analyze and improve our Services continually. Our collection, use, and disclosure of Student Data are governed by our [Terms of Use](#), this Privacy Policy, and/or any School Agreement, by the provision of the Family Educational Rights and Privacy Act (FERPA), the Children's Online Privacy Protection Act (COPPA), and applicable state laws which relate to the collection of Student Data. If you are a Student or parent, please contact your School if you have questions about the School's use of technology service providers like Reading Horizons.

Information We Collect through Automatic Data Collection Technologies

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns. This includes the following:

- **Details of Your Visits to Our Services:** This includes traffic data, location data, logs, other communication data, and the resources that you access and use on the Services.
- **Information about Your Computer and Internet Connection:** This covers data such as your IP address, operating system, and browser type.

Reading Horizons does not currently track its customers over time and across third-party services to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals. However, some third-party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. If you visit such sites, most browsers allow you to set the DNT signal on your browser so that third parties (particularly advertisers) know you do not want to be tracked.

The information we collect automatically may consist of statistical data or may include personal information; we may maintain it or associate it with personal information we collect in other ways. This data helps us to improve our Services and to deliver better and more personalized service by enabling us to do the following:

- **Estimate Audience Size:** Estimate our audience size and usage patterns.
- **Store Preferences:** Store information about your preferences, allowing us to customize our Services according to your individual interests.
- **Increase Efficiency:** Speed up your usage and data transmission.
- **Improve User Recognition:** Recognize you when you return to our Services.

The technologies we use for this automatic data collection may include the following:

- **Cookies (or browser Cookies):** A cookie is a small file placed on your computer's hard drive. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting to refuse cookies, our system will issue cookies when you direct your browser to our Services.
- **Flash Cookies:** Certain features of our Services may use locally stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Services. Flash cookies are not managed by the same browser settings used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see the section titled "Choices About How We Use and Disclose Your Information."
- **Web Beacons:** Some aspects of the Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related Services statistics (for example, recording the popularity of certain Services content and verifying system and server integrity).

Third-Party Use of Cookies (and Other Tracking Technologies)

Some content or applications on our Services may be served by third parties, including servers, content providers, and application providers. These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use our Services. The information they collect may be associated with your personal information, or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control third-party tracking technologies or how they may be used. You should contact the responsible provider directly if you have questions about an advertisement or other targeted content. For information about how to opt out of receiving targeted advertising from many providers, see the section titled "Choices About How We Use and Disclose Your Information."

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, for the following purposes:

- **Service Presentation:** We present our Services and their contents to you.
- **Service Requests:** We provide you with information, products, or services that you request from us.
- **Account Notices:** We send you notices about your account.
- **Contractual Obligations:** We carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- **Service Updates:** We notify you about changes to our Services or any products or services we offer or provide through them.
- **Specific Requests:** We use the information in any other way we may describe when you provide it.
- **Consented Purposes:** We use the information for any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual without restriction.

We may disclose personal information that we collect or that you provide as described in this Privacy Policy:

- **To Support Our Business:** We disclose personal information to contractors, service providers, and other third parties we use to support our business, who are contractually obligated to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- **During Business Transfers:** We disclose personal information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Services users is among the assets transferred.
- **For Specific Requests:** We disclose information to fulfill the purpose for which you provide it.
- **For Improvement and Research:** We use the information for research purposes and to improve our Services.
- **As Disclosed:** We disclose information for any other purpose we specify when you provide the information.
- **With Your Consent:** We disclose information with your consent.

We may also disclose your personal information for the following reasons:

- **To Comply with Legal Obligations:** We disclose personal information to comply with any court order, law, or legal process, including responding to any government or regulatory request.
- **To Enforce Terms of Use:** We disclose information to enforce or apply our [Terms of Use](#).

- **For Protection Purposes:** We believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and data security.

How Student Data is Shared

In addition to the actions described above, Reading Horizons may facilitate the sharing of Student Data with third parties, but only when instructed and authorized to do so on behalf of the School. Some elements of our Services enable Schools to interact with parents, students, teachers, and third-party applications to benefit the student's education. Reading Horizons does not facilitate the sharing of any Student Data with third parties on the Services except when authorized by the School after the School has authorized a third party or application to access Student Data through the Services.

Please remember that this Privacy Policy applies to the Reading Horizons Services, not to other services or third-party applications, which may have their own Privacy Policies. Schools should carefully read the privacy practices of each third-party application before agreeing to engage with the application through the Services.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising:** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. Please note that if you deactivate or refuse cookies, some parts of this site may be inaccessible or not function properly.
- **Promotional Offers from the Company:** If you do not wish to have your contact information used by the Company to promote our own or third-party products or services, you can opt out by sending us an email stating your request to legal@readinghorizons.com. If you receive a promotional email from us, you may respond by sending us a return email asking to be omitted from future email distributions.

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Services and visiting your account profile page, to the extent that the Services currently allows for functionality registering accounts and providing a profile page. If such functionality is unavailable, or you do not have an account, you may email us to request access to, correct, or delete any personal information you provided at legal@readinghorizons.com. We cannot delete your personal information except by deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Account Information and Settings

Schools can update account information and modify access to the Services by signing into their administrator account. Both Schools and other website visitors can opt out of receiving promotional emails from us by clicking on the Unsubscribe link at the bottom of each email. You cannot unsubscribe from Service-related messaging.

Access to Student Data

Student Data is provided and controlled by the Schools. If you have questions about reviewing, modifying, or deleting a student's personal information, please contact your School directly.

How Long We Keep User Content

Following the termination or deactivation of a School account, Reading Horizons may retain profile information and content for a commercially reasonable time for backup, archival, or audit purposes. However, we will promptly delete any and all Student Data associated with the School. We may maintain anonymized or aggregated data, including usage data, for analytics purposes.

Children's Privacy

Reading Horizons does not knowingly collect any information from children under the age of 13 unless and until the School has obtained appropriate parental consent for the Student to use the Services. Because Reading Horizons collects and uses Student Data at the direction of and under the control of a School, we rely on each School to provide appropriate notice to parents regarding the School's use of third-party service providers like Reading Horizons. We also rely on the Schools to obtain necessary parental consent and to provide authorization for Reading Horizons to collect Student Data, as permitted by the Children's Online Privacy Protection Act (COPPA) and any applicable state law in the jurisdiction of the child's School. If you believe we have inadvertently collected personal information from a child under 13 without proper consent, please contact us at privacy@readinghorizons.com so that we may delete such data as soon as possible.

California Resident Privacy Rights

California Civil Code Section § 1798.83 permits users of our Services that are California residents to request certain information regarding our use and disclosure of personal information. As a California resident, you have the rights outlined in this section. If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California resident, the portion that is more protective of Personal Information shall control to the extent of such conflict. If you have any questions about this section or whether the following applies to you, you may contact us in writing at the contact information provided in the "How to Contact Us" section below.

Access

You have the right to request certain information about our collection and use of your Personal Information over the past 12 months. Upon verification of your request, we will provide you with the following information:

- **Categories Collected:** We collect various categories of Personal Information about you.
- **Sources of Information:** We gather Personal Information from several categories of sources.
- **Purpose of Collection:** The purpose for collecting or using your Personal Information is for business or commercial reasons.
- **Third-Party Sharing:** We share your Personal Information with certain categories of third parties, if any.
- **Specific Information Collected:** We have collected specific pieces of Personal Information about you.
- **Disclosure for Business Purposes:** If we have disclosed your Personal Information for business purposes in the past 12 months, we will specify the categories of Personal Information shared with each category of third-party recipient.

Deletion

You have the right to request that we delete the Personal Information we collected from you. Under California law, this right is subject to certain exceptions. For instance, we may need to retain your Personal Information to complete a purchase transaction or fulfill another request you have made. If your deletion request falls under one of these exceptions, we may deny your request for deletion.

Exercising Your Rights as a California Resident

To exercise the California resident rights described above, you must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Information and (2) describes your request in sufficient detail to allow us to analyze and respond to it, in order to be deemed a "Valid Request." We may not respond to requests that do not meet the Valid Request criteria. We will only use Personal Information provided in a Valid Request to verify your identity and complete your request. However, you do not need a user account with us to submit a Valid Request.

We will work to respond to your Valid Request within 30 days of receipt. We will not charge you a fee for making a Valid Request unless the request is excessive, redundant, or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing your request. You may submit a Valid Request by writing to us at the contact information in the "How To Contact Us" section.

We Will Not Discriminate Against You for Exercising Your Rights

We will not discriminate against you for exercising your rights under California Civil Code Section § 1798.83. If you exercise such rights as a California resident, we will not deny

you access to our products or services, charge you different prices or fees, or provide you with a lower quality of products or services. sell

Other State Law Privacy Rights

Nevada Resident Rights

If you are a resident of the State of Nevada, you have the right to opt out of the sale of certain Personal Information to third parties who intend to license or sell that Personal Information. Please note that we do not currently sell your Personal Information as sales are defined in Nevada Revised Statutes Chapter 603A. However, you may check updates to this Privacy Policy on our Services to determine if that has changed, and at any time that we have determined to engage in such sales, you may write to us to opt out of such sales by writing to us at the contact information provided in the “How to Contact Us” section below and include your name and the email address you used while accessing or using our Services so that we can identify what Personal Information has been collected.

Data Security

We have implemented measures to secure your personal information from accidental loss and unauthorized access, use, alteration, and disclosure. However, the safety and security of your information also depend on you. For any part of our Services that requires a password, we have either provided or allowed you to create a personal password. You are responsible for keeping this password confidential, and we ask that you do not share it with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. While we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Services. Any transmission of personal information is at your own risk. We are not responsible for circumventing any privacy settings or security measures contained in the Services.

Changes to Our Privacy Policy

The date the Privacy Policy was last revised is at the top of the document. We regularly post any changes we make to our Privacy Policy on this page. Your continued use of the Services after changes are made constitutes acceptance of those changes, so we encourage you to periodically review the policy for updates.

Additionally, if you are a registered user or have a registered account on any of our platforms in connection with our Services, and there are changes to our Privacy Policy that would materially impact your rights hereunder, we will attempt to notify you via email. It is your responsibility to ensure that we have an up-to-date, active, and deliverable email address for you, and to check our Privacy Policy page periodically for any changes.

How to Contact Us

If you have any questions or concerns regarding this Privacy Policy or the Services we provide, please do not hesitate to reach out to us:

Email: info@readinghorizons.com

Mailing Address:

1194 West Flint Meadow Drive

Kaysville, UT 84037

(801) 295-7054