

Vantage Learning MY Access!® College Edition Privacy Policy (Rev. 8/09)

About MY Access!® College and Vantage Learning

Vantage Learning (“Vantage”) created and owns MY Access!® (“MY Access!”). MY Access! is specially designed internet-based (web) service to help individuals improve their writing skills by giving them instant assistance, helpful hints and immediate feedback as they write an essay. MY Access! users access a variety of pre-writing tools to improve preparation and results that include planning tools, grammar and spell checkers, essay checklists, scoring rubrics and a special “Writer’s Guide” with interactive activities, printable worksheets, and suggested responses. MY Access! measures specific writing skills and is tied to recognized writing standards. Because MY Access! helps users plan their thoughts, make corrections as they write and, best of all, immediately grades how well they are doing, users feel challenged to improve their writing skills because they can make changes and see how well they are doing instantly!

MY Access! College and Vantage’s Privacy Policy

Because MY Access! requires access to and use of a computer with an internet connection and, because Vantage Learning wants to demonstrate its commitment to your privacy, Vantage has detailed its information practices and agrees to notify you of the following:

1. What personally identifiable information of yours or third party personally identification is collected from you through the web site;
2. The organization collecting the information;
3. How the information is used;
4. With whom the information may be shared;
5. What choices are available to you regarding collection, use and distribution of the information;
6. The kind of security procedures that are in place to protect the loss misuse or alteration of information under Vantage Learning's control; and ,
7. How you can correct any inaccuracies in the information.

If you feel that Vantage is not abiding by its posted privacy policy, you should first contact Vantage Learning by emailing us at support@vantagelearning.com. If you not receive acknowledgment of your inquiry or your inquiry has not been satisfactorily addressed, you may contact Vantage’s Legal Department at legaldepartment@vantage.com.

User should review Vantage’s policies in order to know exactly how Vantage may collect and use information from users. MY Access! affords users an opportunity to set up and edit usernames, passwords and other information for those accessing the MY Access! service. Users need never provide any personally-identifiable information. Indeed, Vantage highly recommends that users identify themselves using only a “Screen Name”, for example, rather than using your first or last name as your ‘username’ or ‘password’, you may consider using a screen name like ‘Shakespeare123’ instead. If you

ever have any questions or concerns about this policy, please contact by email (addresses provided above).

Additional pieces of information, such as gender and grade level, may be input by a user however, such additional information is not mandatory for MY Access! use.

Registration

Vantage Learning works in tandem with you to provide MY Access!. This information is used for the purpose of 'loading' your information onto Vantage's secure internal database in order to set up a username and password to use MY Access!. The registration process generally follows these steps:

1. Users must first subscribe to (pay for) MY Access! by visiting and subscribing to the service at www.myaccesshome.com or vantagelearning.com or vantageonlinestore.com, provide name and contact information, such as mailing address, e-mail address, and telephone number, as well as payment information such as a credit card number.
2. To access the MY Access! service, the User must create a unique username and password.
3. In addition to registering for the MY Access! service, Vantage, from time to time, may also offer other, personalized features, add-ons, products and enhancements to basic MY Access! service that users can take advantage of through registration. Only mandatory information – identified by an asterisk (*) is required for successful service use. All other information is optional although helpful to many users, e.g. grade level and birth year. The information you supply may help us to offer you a more personalized features, to tailor future service to your interests or to make it more useful to you. To help MY Access! be responsive to your needs, we invoke a standard feature found in browser software (a "cookie") to assign each Consumer a unique, random number. See more on "cookies" below.

Again, as a user, you are strongly encouraged to set up an unidentifiable, anonymous screen name.

Consent, Access and Privacy

Any MY Access! subscribers who wish to allow use of MY Access! must check the "I have read and assent to the Terms of Vantage's MY Access! Privacy Policy Agreement and Terms of Use" checkbox verification of the same within the MY Access! Registration screen.

Cookies

A cookie is a piece of data stored on a user's computer, tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while using MY Access!. MY Access! uses session ID cookies to speed and enhance a student's navigation within MY Access!. Once users close the browser, the cookie automatically terminates.

Log Files

COPYRIGHT © 2006-2008 by Vantage Learning. All Rights Reserved. No part of this work may be used, accessed, reproduced or distributed in any form or by any means or stored in a database or any retrieval system, without the prior written permission of Vantage Learning.

Like most standard internet web site servers, Vantage Learning uses log files that identify a user's internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user movement in the aggregate, and gather broad demographic information for aggregate use. None of this information is ever linked to personally identifiable student information.

Relationships with third parties

We have limited relationships with third parties to assist us in providing products and in servicing you, for example, by fulfilling customer orders or providing customer service. These service providers are contractually required to maintain the confidentiality of the information we provide them. Additionally, we have business partners that provide services, some of which are co-branded. We clearly identify partner services and sites. When you request any of these products or services, you are permitting us to provide your personal information to partners. We may disclose your information if we are required to by a law enforcement action such as a court order, subpoena or search warrant.

Links

Vantage Learning never links its MY Access! web site to any other site not preauthorized and determined by Vantage to be beneficial for user self-development and improvement.

Security

MY Access! takes every precaution to protect user information. Information is protected both on-line and off-line. Any information provided to Vantage Learning is restricted to Vantage offices and employees. Only employees who need the information to perform a specific job (for example, customer service, help desk, and technical personnel) are granted access to personally identifiable information. Furthermore, all employees are kept up-to-date on our security and privacy practices. From time to time, as new policies may be added or existing policies modified, employees are notified and/or reminded about the importance Vantage places on privacy and how they can ensure that information is protected. In addition, all computer internet servers on which Vantage stores information are kept in a secure environment, behind locked databases.

Site and Service Updates

Vantage sends site and service announcement updates to its users. However, these communications are not promotional in nature. On occasion Vantage Learning invites users to voluntarily submit further written works and/or receive feedback on their written work from the MY Access! web site. Vantage communicates with users to provide requested services and in regards to issues relating to their account via email or phone.

Changes to this Privacy Policy

COPYRIGHT © 2006-2008 by Vantage Learning. All Rights Reserved. No part of this work may be used, accessed, reproduced or distributed in any form or by any means or stored in a database or any retrieval system, without the prior written permission of Vantage Learning.

This Privacy Policy may change from time to time. If we make material changes to any of our privacy policies or practices regarding personal information we will update our statement and post a notice on our site.

Choice and control

We may use your contact information to tell you about other products we offer or our product partners offer that we think might interest you. However, if you don't want us to contact you for promotional purposes, you can tell us by writing to us at the above address. Your contact preferences only apply to marketing contact. We may need to communicate with you regarding the usability of your product or critical messages relating to your service or software (such as service messages, subscription renewal notices, critical notices, or legally mandated notices).

You can contact us

If you have questions or concerns about Vantage's collection, use, or disclosure of your personal information, please contact us at:

110 Terry Drive
Newtown, PA 18940
vantageonlinestore@vantage.com

Updated August, 2008