

Vantage Learning MY Access!® Home Privacy Policy (Rev. 11/06)

About MY Access!® Home 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, especially students, to 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! requires access to a computer with an internet connection. Typically, the MY Access! is accessed at home under the supervision of a parent, guardian, teacher, tutor or caregiver (collectively “caregiver”); however, MY Access! may also be used in school under the supervision of a school official or administrator either in class or in a computer lab. Older students and users may use MY Access! without supervision, formulating their own ideas and curricula for success. Using MY Access!, self-directed users respond to a writing prompt (topic) of their choosing; younger users typically have a writing prompt assigned by a caregiver.

MY Access! Home 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.

A Special Note for Caregivers and Children (12 Years of Age and Younger)

Vantage encourages children to get permission from caregivers before sending any information about themselves over the Internet, whether to Vantage or anyone else. Be careful when using the internet. Never provide personal information unless a parent, guardian, teacher, tutor or caregiver you trust has told you it is safe to do so.

MY Access! is accessible to individuals under the age of 13 (“children”) only when such children are designated to be authorized users as evidenced by a caregiver’s assent to Vantage’s written verifiable Parental (Caregiver) Consent form for a child user. Any MY Access! subscribers who wish to allow use of MY Access! for children must check the “I have read and assent to the Terms of Vantage’s MY Access! Home Privacy Policy Agreement and Terms of Use” checkbox verification of the same within the MY Access Home Registration screen.

Caregivers should review Vantage's policies in order to know exactly how Vantage may collect and use information from children. MY Access! affords caregivers an opportunity to set up and edit usernames, passwords and other information for those accessing the MY Access! service. Caregivers and 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. As a MY Access! user or administrator, you can review or request that we delete your child's information. If you ever have any questions or concerns about this policy, please contact by email (addresses provided above).

Vantage will not knowingly allow anyone under the age of 13 to register or otherwise submit more personally identifiable information than we describe above. Additional pieces of information, such as gender and grade level, may be input by a user or caregiver however, such additional information is not mandatory for MY Access! use. If Vantage becomes aware that it has inadvertently collected or received personally-identifiable information from a user under the age of 13, except as we discussed and authorized herein, Vantage will delete such information from its MY Access! database along with any other related records as soon as practicable after such discovery.

Registration

Vantage Learning works in tandem with you to provide MY Access!. Generally, if you are the parent, guardian or caregiver of a minor using MY Access!, you will provide very limited details about your child - most times, only your child's first name and grade level during the initial MY Access! registration and setup process. This information is used solely for the purpose of 'loading' your child's 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 a red 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 caregiver, If you are setting up an account on behalf of a child under the age of 13, you are strongly encouraged to set up an unidentifiable, anonymous screen name for each child. Be sure to track the child's use of the service. Be assured, however, If you augment user information with additional voluntary personally-identifiable pieces of information through MY Access!, Vantage will never share your information with third parties without your express consent.

Information Collection and Use

Vantage Learning neither owns nor ultimately exercises direct control over any personally identifiable information provided by you. The information provided is simply and exclusively to ensure that you and whom you authorize gain access to and is able to use MY Access! successfully. All information provided to Vantage remains absolutely confidential at all times. Vantage does not use, transmit or disseminate any information for any other purpose than to effectuate and fulfill its responsibilities and obligations to you and the users for whom you have purchased a subscription for MY Access!. Vantage neither requests, culls nor collects any additional information about any user that is not directly provided by you as part of your MY Access! subscription purchase and initial user designation, registration and setup.

At times, Vantage uses or compiles raw non-specific user data only for research studies and quality control purposes. If information is compiled or collected for such purposes, users are not personally identifiable – identities of users are completely anonymous and never subject to release or publication.

Caregiver Consent, Access and Privacy

MY Access! is accessible to individuals under the age of 18 (“minors”) only when such minors are designated to be authorized users by you as evidenced by your assent to Vantage’s written verifiable Parental (Caregiver) Consent form for each minor user. Any MY Access! subscribers who wish to allow use of MY Access! for minors must check the “I have read and assent to the Terms of Vantage’s MY Access! Home Privacy Policy Agreement and Terms of Use” checkbox verification of the same within the MY Access Home Registration screen.

Why should I Assent to the Terms of Vantage’s MY Access! Home Privacy Policy Agreement and Terms of Use? Children are afforded special protection and safeguards on privacy protection by federal law under COPPA - Children's Online Privacy Protection Act. Vantage takes its responsibilities to protect sensitive information very seriously. Children may not understand all the provisions of Vantage’s privacy policy or have the capacity to make considered decisions about the choices available in MY Access! to caregivers. Therefore, Vantage’s privacy policy takes special account of young people who access the MY Access! service. Vantage also urges all caregivers to teach their children about protecting their personal information while online.

Within MY Access! service areas designed for or used by for children 13 years of age or younger, Vantage requires prior caregiver assent before collecting or using names, addresses, telephone numbers or other information that identifies a child offline. MY Access! is accessible to individuals under the age of 13 (“children”) only when such children are designated to be authorized users as evidenced by a caregiver’s assent to Vantage’s written verifiable Parental (Caregiver) Consent form for a child user. Any MY Access! subscribers who wish to allow use of MY Access! for children must check the “I have read and assent to the Terms of Vantage’s MY Access! Home Privacy Policy Agreement and Terms of Use” checkbox verification of the same within the MY Access Home Registration screen.

Within MY Access! service areas designed for or most likely used by older children (teenagers) 13 through 15, Vantage will not collect names, addresses, telephone numbers or other personally identifiable information without disclosing how that information will be used and notifying teens that they should obtain permission from their parents before providing any information. In no case, will Vantage do so however, without a caregiver’s prior assent to Vantage’s written verifiable Parental (Caregiver) Consent form for a minor user. Any MY Access! subscribers who wish to allow use of MY Access! for children/minors must check the “I have read and assent to the Terms of Vantage’s MY Access! Home Privacy Policy Agreement and Terms of Use” checkbox verification of the same within the MY Access Home Registration screen.

Changes to Student Information

You may ask to make changes to user information or request that your child's username and password be deactivated if you no longer desire your child to use the MY Access! service. Kindly e-mail our Customer Support at support@gomyaccess.com or make your request in writing addressed to Customer Support, Vantage Learning, 110 Terry Drive, Suite 100 Newtown, PA 18940.

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

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.

Sharing

Vantage Learning never sells, shares, rents or distributes information provided by MY Access! users. Under certain circumstances, Vantage may be directed to disclose personal information when required by law based upon a good-faith belief that such action is necessary to comply with an appropriate law enforcement investigation, current judicial proceeding, a court order or legal process served on the MY Access! web site.

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

This Privacy Policy may change from time to time. If it does, modifications will be on the MY Access! web site Homepage and at Vantage Learning's Homepage to ensure that users are aware of any such changes. If at any point Vantage Learning modifies its policies for using personally identifiable information as detailed and outlined at the time a particular user first gained access to use MY Access!, Vantage will notify that user by sending an explanatory email provided the user has not opted out of all communication with the site or deleted/deactivated their user account.

Special Note to Caregivers

You have the right to request that your child discontinue use of MY Access! or that your child's record or information not be maintained in any retrievable form. Requests to delete any and all of your child's information should be made through e-mail at support@myaccesshome.com or make your request in writing addressed to Customer Support, Vantage Learning, 110 Terry Drive, Suite 100 Newtown, PA 18940.

Contact information

If you have any questions regarding this Privacy Policy, contact Vantage Learning:

110 Terry Drive, Suite 100

Newtown, PA 19454

e-mail at support@myaccesshome.com

Updated November 10, 2006