NumberShire Privacy Policy
Effective date: October 1, 2021

We in the Center on Teaching and Learning ("CTL") at the University of Oregon ("UO," "we," "us," "our") know that it is critical that in our role as a public institution of higher education that we use the personal information provided to us by families, schools and school districts with care, and we take the privacy of student information and other information seriously. By accessing data from or using NumberShire mobile applications available via the Apple App Store (including, without limitation, NumberShire 1: Class, NumberShire 1: Home; collectively, the "System" or individually the "Application"), you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you should review this Privacy Policy on a regular basis as it may change from time to time.

Remember that your use of NumberShire applications is at all times subject to the NumberShire User License Agreement, which is supplemented by this Privacy Policy. Any terms we use here without defining them have the definitions given to them in those documents. Please read on to learn more about how we collect and use your information; if you have any questions or concerns regarding our privacy practices, please send us a detailed message to ns1its@uoregon.edu, write us at ATTN: Innovation Partnership Services, 1238 University of Oregon, Eugene, OR 97403, or call us at +1(541) 346-3176.

WHAT DOES THIS PRIVACY POLICY COVER?
This Privacy Policy explains how UO collects and uses information from its System users, including our treatment of personally identifiable information. This policy does not apply to websites or practices of companies that UO does not own or control, or to individuals that UO does not employ or manage.

HOW IS STUDENT'S PERSONAL INFORMATION TREATED?
If you are using the NumberShire Home version, and are not of legal age to form a binding contract (in many jurisdictions, this age is 18), you may only use the System and disclose information to us with your parent's or guardian's express consent. Review this Privacy Policy with your parent or guardian and make sure you understand it, and do the same with the privacy policies of all websites you visit or mobile applications you use. If you are using the NumberShire Class version, you warrant you have obtained all the required consents from your students' parents or guardians for the students to use NumberShire App. We only collect student information through the System where that student's parent or guardian has agreed (via the terms described in more detail in the NumberShire User License Agreement) that they have obtained any consent necessary under federal or state laws, or school district policy, to enable the school, school district, or teacher to enter data into the System and to permit the use of data in accordance with the terms and conditions of the License Agreement. If you are a student, please do not send any personal information about yourself to us if your school, district, and/or teacher has not obtained consent from your parent or guardian under federal or state laws, and please do not send any personal information other than what we request from you in connection with the System. If we learn we have collected personal information from a student without the necessary

consent being obtained by his or her school, district, and/or teacher, or if we learn a student has provided us personal information beyond what we request from him or her, we will delete that information as quickly as possible. If you believe that a student may have provided us student information in violation of this paragraph, please contact us at +1(541) 346-3176. When we use the term "Personal Information" in this Privacy Policy, we are referring to personally identifiable information of individual, non-student registrants of the System. References to "Student Information" only apply to personally identifiable information of students whose information is entered into the System or provided by a school, school district, or teacher who registered for the System and manages the related account(s). General references to "information" apply to all users.

WHAT INFORMATION DOES UO DISPLAY OR COLLECT?

1. Information You Provide to Us

We receive and store any information you knowingly provide to us or enter on the System, whether via computer, mobile phone, other wireless device, or that you provide to us in any other way. This information may include, without limitation, Personal Information such as your name, user name, email address, phone number, school affiliation and location, and any other information necessary for us to provide our System. It also includes Student Information entered into the System by your authorized users. UO does not collect Personal Information about you unless it is voluntarily provided.

2. Information Collected Automatically

We receive and store certain types of usage information whenever you interact with the System; this information is not Personal Information or Student Information. For example, UO automatically receives and records information on our server logs from your browser including your IP address, and the page you requested. We also record the details of your activity on the System, and the number and frequency of visitors to our site and its components. When you download an Application, we automatically collect information on the type of device, name and version of the operating system, name and version of the application, whether the currently logged in user is a teacher, student, or other user type, the numerical mobile device user ID, as well as actions performed by the user in accessing the System ("Mobile Usage Information," which is considered part of "usage information" as described above). We do not use geographic-location-based information from your mobile device (i.e., any information regarding where your mobile device is located on the globe at a particular time). For clarity, this does not prevent us from asking you what school you are affiliated with. We also use mobile analytics software to allow us to better understand the functionality of each Application and the System on your device. This software may record information such as how often you use an Application, the events that occur within the Application, aggregated usage information, performance data, and where the application was downloaded from; this information is considered Mobile Usage Information.

What does UO use my information for?

1. Generally

When you use the System, you may set up your account profile, and transmit information through various channels. The information we gather from users enables us to improve our System and allows users to set up a user accounts and profiles through the System.

2. Personal Information
The Personal Information you provide is used for such purposes as responding to your requests for certain information, communicating with you about the Applications, and for setting up individual accounts.

3. Student Information
We use the Student Information to provide and maintain the System in a manner that does not disclose personally identifiable information. Under the NumberShire User License Agreement, you have also granted UO permission to use Student Information for research activities conducted by UO and its designees and as requested by third party. UO will not share, sell, or otherwise distribute Student Information to a third party, except as required by law. Additionally, the NumberShire System data storage procedures are designed to meet or exceed standards for a public university providing similar services for privacy and confidentiality. Federal and UO regulations related to the protection of privacy apply to all information collected as part of the NumberShire System. Only authorized parents, guardians, district and school determined and assigned personnel, and Project and System operators at UO will have access to identifiable records and only for the students whose NumberShire usage they oversee. All other information will be maintained, reported, and analyzed anonymously. The names of parents, students, teachers, and the name or location of the school, district or state will not be available or reported to anyone outside those users within the family, district, school, or project and the System operators. The collection, storage, and reporting procedures of the System/Application has been reviewed and approved following the University of Oregon Internal Review Board (IRB) procedures specified by the U.S. Department of Education.

4. Your email address
If you provide us your email address, we may send you email communications. To opt out of receiving emails from us, please contact us at ns1its@uoregon.edu. Please note that if you do not want to receive legal notices from us via email, such as this Privacy Policy, those legal notices will still govern your use of the System, and you are responsible for visiting this Privacy Policy from time to time to review any changes.

5. System Usage Information
UO uses this type of aggregate data to enable us to figure out how often users use parts of the System, so that we can make the System appealing and relevant to as many users as possible, and customize and improve the System.

6. Mobile Usage Information
This information is used to determine the device capabilities and usage trends which allows us to better understand which devices we should support and what features are most frequently used.

Will UO share any of the Personal Information or Student Information it receives?
Personal Information and Student Information about our users is an integral part of our activities. We neither rent nor sell your Personal Information or Student Information; we may share your

Personal Information and Student Information in personally identifiable form only as described in this Privacy Policy. Again, please note that references to "Personal Information" only apply to personal information of individuals who are not students.

1. Communication About the System or in Response to User Requests
As part of the System, you may receive from UO email or other types of communication relating to your use of the System or your user profile. You acknowledge and agree that by providing information to UO or otherwise using the System, UO may send you email, contact you or engage in other communication that they determine relate to your profile or use of the System. If you disclose your email address to UO, depending on your User Category, we may use it to send updates, a newsletter or other news regarding the System, or to simply send Notifications.

2. Business Transfers
If UO, or some or all of its assets were acquired or otherwise transferred, or in the unlikely event that UO goes out of business or enters bankruptcy, user information may be transferred to or acquired by a third party.

3. Protection of UO and Others
We may release Personal Information or Student Information solely when we believe in good faith that release is necessary to comply with the law (such as to comply with a subpoena); enforce or apply our NumberShire User License Agreement and other agreements; or protect the rights, property, or safety of UO, our employees, our users, or others. We will try to give you notice if we release information for these reasons, but please understand that we reserve the right not to, as it may not be practical, legal, or safe to do so.

Is information about me secure?
Personal Information and Student Information is protected by a password for your privacy and security. We also use coding practices that take steps to prevent attack on our System by malicious actors by processing all actions through several permission verifications checks. Due to the complexity and open nature of the Internet, there is always a risk that information collected by and/or displayed on the System may be compromised or accessed notwithstanding the implementation of reasonably data security measures by UO. You may help protect against unauthorized access to System accounts and Personal Information or Student Information by selecting and protecting your password appropriately and limiting access to your computer, browser and the System by signing off after you have finished accessing your account. UO endeavors to keep your information private; however, we cannot guarantee security. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of user information. For additional information about the security measures we use in connection with the System, please contact us at ns1its@uoregon.edu. The System may contain links to other sites. We are not responsible for the privacy policies and/or practices on other sites (but you should read all third parties' privacy policies to ensure you understand them). This Privacy Policy only governs information collected by UO on the System.

What information can I access?
We allow you to access the following information about you for the purpose of viewing, and in certain situations, updating or deleting that information. This list may change as the System

changes. You may currently access the following information: information in your user profile (Username, Display name, and password). UO may also collect the following information if provided by You: email, phone number, mailing list preferences, You are responsible for updating or removing the Student Information you provide to the System. Please contact us at ns1its@uoregon.edu for help with directions. Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of personal information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to ns1its@uoregon.edu.

What other choices do I have?

You can always opt not to disclose information, even though it may be needed to take advantage of certain of our features or to create an account. You are able to update or delete certain information, as described in the "What information can I access?" section above. You may request deletion of your UO account by contacting UO at ns1its@uoregon.edu. Please note that some unrevised information may remain in our records after revision of such information or deletion of your account, or in cached and archived pages. Some information may remain viewable elsewhere to the extent that it was copied or stored by other users. We may use any aggregated data derived from or incorporating your Personal Information after you delete your information, but not in a manner that would identify you personally. We will retain your Personal Information or Student Information as provided for under the NumberShire User License Agreement; we also may retain and use your information as we deem it necessary to comply with our legal obligations, resolve disputes, and to enforce our agreements.

Will UO ever change this Privacy Policy?

We may make changes to this Privacy Policy from time to time for any reason. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected. You are responsible for checking for any updates to this Privacy Policy.

What if I'm in a different country?

When you use the System, you are consenting to have your data transferred to and processed in the United States. All of UO's servers are currently in the United States, and we aren't able to process your information within the borders of any other country. Given this limitation, if your use of the System or disclosure of certain information to UO would violate any law that is applicable to you, your right to use the System and/or disclose such information is revoked, as it is wherever use of the System is prohibited by law (as described in the NumberShire User License Agreement).

Do third parties collect information?

UO may use a third-party service to collect anonymous visitor data on our System. If UO uses a third-party service to collect such information from the System, the third party service will not collect any Personal Information from users. The following third party collects information from you on our System: Apple. Note that we are not responsible for third-party policies or practices. Please contact the applicable third party regarding its privacy and data security policies and practices.