

# Information Collected

The chart below list the different types of information collected within the Classcraft Product, including the type of information collected, how the information is collected and used within the School Environment, whether other users can view the information, and whether the information is shared outside of the School Environment.

## Access and Use of Information Collected Within the Product

Type of personal information collected (e.g. name, address, email address, hobbies, etc.)	How the information is collected (directly from the child or passively, e.g., through cookies) and the source from which the information is collected (e.g. website, app, etc.)	How the information will be used within the School Environment (collectively, the classroom, teachers, and school and district administration and employees)	Could this information visible on screen in the classroom?	Do teachers or school administrators have access to this information from their user account	Do parents have access to this information from their user account	Do other students have access to this information from their user account	Do school staff and agents (such as hall and playground monitors, bus drivers, etc) have access to this information from their user account	How the personal information will be used (for example, for marketing to the child, notifying contest winners, or allowing the child to make information publicly available through a chat room)	Used for marketing	Is this information disclosed to third parties? If so, what type of business(es) is the information disclosed to (for example, ad networks), what country are they located in, and how do they use the information?
Student first and last name	Entered by Teacher or imported by School Administration.	To identify the student for users of the platform.	Yes	Yes	Yes, for their child only.	Yes, but this access can be limited	Yes	Used only within the platform	No	No
Student email	Entered by Teacher or imported by School Administration.	Used for student login, for message notifications from teachers, and for notifications from the platform.	No	Yes	No	No	No	Used only within the platform.	No	No
Student ID number assigned by the district	From applications used for single sign on and for class rostering such as Google Classroom, Clever, Microsoft or proprietary software used by the district.	Used for single sign on or class rostering, not visible to users.	No	No	No	No	No	Used only within the platform.	No	No
Student ID number assigned by the app	Assigned by the application.	Used to identify the student within the platform.	No	No	No	No	No	Used only within the platform.	No	No
Student app username	Entered directly by the student, if no email is provided.	Used for student login. Could be used by teachers and administrators to identify the student within the platform.	No	Yes	No	No	No	Used only within the platform.	No	No
Student app passwords	Entered by student during account setup.	Used for student login.	No	No	No	No	No	Used only within the platform.	No	No
Student curriculum progression (quest progress)	Entered by the student or teacher.	Used for academic purposes.	No	Yes	Yes, for their child only.	No	No	Used only within the platform.	No	No
Student generated content (assignments)	Entered by the student.	Used for academic purposes.	No	Yes	Yes, for their child only.	No	No	Used only within the platform.	No	No

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Student use of the avatar and pet system	Entered by the student.	Used to demonstrate student progress.	Yes	Yes	Yes, for their child only	Yes	Yes	Used only within the platform.	No	No
Student use of the powers system	Entered by the teacher or the student.	Used to collaborate with other students or interact with the platform.	Yes	Yes	Yes, for their child only	Yes, but this access can be limited	No	Used only within the platform.	No	No
Student in-app discussions and kudos	Entered by the student.	Used to communicate with other students or teacher. Within the context of a class, discussions and kudos are public.	Yes	Yes	No	Yes	No	Used only within the platform.	No	No
Student in-app messaging to teachers	Entered by the student.	To message their teacher using the in-app messaging feature.	No	Yes	No	No	No	Used only within the platform.	No	No
Student conduct or behavioral data	Entered by the teacher.	Used to record student conduct, prepare student behavior scorecard, calculate school climate index, award or remove points from student, build school or district level behavior reports.	Default is yes, but the teacher can turn off the display for behavioral data	Yes	Yes, for their child only	Yes, but this access can be limited	No	Used only within the platform.	No	No
Student class attendance data	Entered by the teacher.	Used to assign points based on attendance.	No	Yes	No	No	No	Used only within the platform.	No	No
Student grade level and class name	Entered by Teacher or imported by School Administration.	To identify the class that the student is in.	Yes	Yes	Yes, for their child only	No	Yes	Used only within the platform.	No	No
Application use statistics	Passively by the platform.	To measure use of the platform and its features in order to improve the product.	No	Yes	No	No	No	Used only within the platform.	No	No
Teacher name	Entered by Teacher or imported by School Administration.	To identify the teacher within the platform.	Yes	Yes	Yes, for their child only	Yes	No	Used within the platform, to communicate with teachers and identify them in supporting systems.	Yes, for teachers that sign up on their own	<p>Sendgrid - Used to send emails about the platform; located in the US.</p> <p>Mixpanel - Track user behavior within the platform; located in the US.</p> <p>Moosend - Used to send emails about the platform; located in the US.</p> <p>WalkMe - Track user behavior within the platform and propose tutorials; located in the US.</p> <p>Zendesk - Communicate with Classcraft customer support; located in the US.</p>

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Teacher ID number assigned by the app	Assigned by the application	Used to identify the teacher for users of the platform.	No	No	No	No	No	Used only within the platform.	No	No
Teacher email	Entered by Teacher or imported by School Administration.	Used for teacher login and for message notifications from students and parents as well as notifications from the platform.	No	Yes	No	No	No	Used within the platform, to communicate with teachers and identify them in supporting systems.	Yes, for teachers that sign up on their own	Sendgrid - Used to send emails about the platform; located in the US. Mixpanel - Track user behavior within the platform; located in the US. Moosend - Used to send emails about the platform; located in the US. WalkMe - Track user behavior within the platform and propose tutorials; located in the US. Zendesk - Communicate with Classcraft customer support; located in the US.
Teacher generated content (quests, quiz questions, etc.)	Entered by the teacher.	Used for instruction.	Yes	Yes	Yes	No	No	Used only within the platform.	No	No
Teacher in-app messaging to students and parents	Entered by the teacher.	To message students or parents using the in-app messaging feature.	No	Yes	Yes, for their messages only	No	No	Used only within the platform.	No	No
Parent ID number assigned by the app	Assigned by the application.	Used to identify the parent within the platform.	No	No	No	No	No	Used only within the platform	No	No
Parent name	Entered by the teacher.	To identify the parent within the platform.	No	Yes	Yes, for themselves only	Yes, for their parent only	No	Used only within the platform.	No	No
Parent app passwords	Entered by the parent.	Used to identify the parent within the platform.	No	No	No	No	No	Used only within the platform.	No	No
Parent email	Entered by the teacher.	Used for parent login and for message notifications from teachers as well as notifications from the platform.	No	Yes	Yes, for themselves only	No	No	Used only within the platform.	No	No
Parent in-app messaging to teachers	Entered by the parent.	To message their child's teacher using the in-app messaging feature.	No	Yes	Yes, for themselves only	No	No	Used only within the platform.	No	No

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Student conduct or behavioral data at home	Entered by the parent.	Used to record student conduct and behavioral data at home and to give students points for positive conduct.	No	Yes	Yes, for their child only	Yes, but this access can be limited	No	Used only within the platform.	No	No
Application technology meta data (IP addresses, cookies, etc) for teachers	Passively by the platform.	Used for security and tax purposes; used to understand the demographics of our users.	No	School administrators can see teacher IP addresses for security purposes if the school has activated that feature.	No	No	No	Used within the platform, to communicate with teachers and identify them in supporting systems.	Yes, for teachers that sign up on their own	Mixpanel - Track user behavior within the platform; located in the US.
Application technology meta data (IP addresses, cookies, etc) for students, parents and staff	Passively by the platform.	Student IP addresses may be collected if the school or district decides to do so for security purposes. By default no application meta data is collected for students.	No	School administrators can see user IP addresses for security purposes if the school has activated that feature.	No	No	No	Used only within the platform.	No	No