

RENAISSANCE

US Privacy Notice: Research Panel Participants

Renaissance Learning, Inc. and its subsidiaries (“**Renaissance**,” “**We**,” “**Us**,” “**Our**”) are committed to the privacy and security of the information you provide to us when signing up to join our research panel (“**Renaissance Research Panel**”). We have created this Privacy Notice to inform you about our privacy practices when you are participating in testing ideas and designs for Renaissance products (“**User Research**”).

Definitions

Capitalized words have special meaning and are defined below.

“**You**” “**Your**” “**Participant**” means the individual (18 years or older) who signs up to become a Renaissance Research Panel participant.

“**Data Protection Legislation**” means the applicable United States privacy laws and regulations specific to Your Data. If You are a California resident, additional privacy disclosures can be found [HERE](#).

“**Your Data**” includes: (i) the details You provide on the Opt-In Sign-Up Form; and (ii) account sign-on information. Your Data includes both “personally identifiable information” and “personal information” as defined in the applicable Data Protection Legislation.

“**Survey Responses**” are the responses that You provide to Us when participating in User Research. Survey Responses include audio-visual recordings of You interacting with Our products or participating in an interview with a Renaissance User Experience team member. Survey Responses also include feedback You submit via User Research survey questionnaires.

Information We Collect

We gather the various types of information below:

- **Usage Information:** We keep track of activity in relation to how You use the Renaissance Research Panel site including traffic, location, logs and other communication data.
- **Device Information:** We log information about Your computing device when You use the Renaissance Research Panel site, IP address, browser, operating system, and mobile network.
- **Information collected by Cookies and other similar technologies:** We use various technologies to collect aggregated user information which may include saving cookies to Your computer.
- **Sign-Up Information:** We receive and store information you input when opting-in to the Renaissance Research Panel. This information includes details such as (continued on the next page):

Household Opt-In Form Details		
Required Fields	Confirmation You are over 18	First/Last Name
	Email Address	Country Where You Reside
	State Where You Reside	Number of Children in Your Household / Corresponding Grade Levels of Children / Names of Renaissance Products Used by Your Children
Optional Demographic Fields: these fields are optional and therefore not required for your participation as a Renaissance Research Panel participant. We ask for these details because at Renaissance, our mission is to accelerating learning for all. We can better achieve our mission when our Research Panel participants are reflective of the diverse communities we serve.	Household Demographic Information	Child/Student Demographic Information
	Community: Urban, Rural, Suburban Household: Highest Degree Obtained in Household Income Level Racial/Ethnic Category English as First Language Additional Languages Spoken in Household Technology Accessibility / Assistive Technology Requirements	Racial/Ethnic Category English as First Language Additional Languages Spoken by Child/Student Technology Accessibility / Assistive Technology Requirements

Educator Opt-In Form Details		
Required Fields	Email Address	First/Last Name
	Educator role (for ex, teacher, librarian etc.)	Country/State of Your school/district
	Associated grade levels You serve Subjects You teach Language of instruction, Renaissance products in Your classroom Bilingual programs in Your school/district	Approximate number of students in school/district District description: Urban, Rural or Suburban
Optional Demographic Fields: these fields are optional and therefore not required for your participation as a Renaissance Research Panel participant. We ask for these details because at Renaissance, our mission is to accelerating learning for all. We can better achieve our mission when our Research Panel participants are reflective of the diverse communities we serve.	Racial/Ethnic Category English as First Language Technology Accessibility / Assistive Technology Requirements	

How We Use Information

Your Data

- Communicate with You when a research opportunity arises that matches Your background and interests and ask if You are interested in participating.
- Provide You access to surveys with respect to User Research
- Contact You when necessary
- Schedule You for User Research
- Respond to You regarding information you have requested
- Send gift cards to You where applicable
- Analyze our products' user experience across a diverse range of user backgrounds

Survey Responses

- Maintain and improve performance, functionality, and user experience of Renaissance products
- Demonstrate the effectiveness of the Renaissance products

How We Share Information

We may share and disclose Your Data and Survey Responses in the following limited circumstances:

RENAISSANCE®

- **Vendors:** We may share Your Data with third party vendors, consultants and other service providers who We employ to perform tasks on Our behalf. These vendors are bound by contractual obligations to keep Your Data safe and honor Our privacy commitments to You.
- **Change of Control:** We are committed to protecting Your Data and honoring Our privacy commitments to You, even in the case We join forces with another organization. If another organization purchases most of Our ownership interests or assets, or We merge with that other organization, it is possible We would need to disclose Your Data to the other organization following the transaction in order to continue providing services to You. The new controlling organization will be subject to the same commitments as set forth in this Privacy Notice.
- **National Security or Law Enforcement:** Under certain circumstances, We may be required to disclose Your Data in response to valid requests by public authorities, including to meet national security or law enforcement requirements.
- **Protection:** We may disclose Your Data if We believe a disclosure is necessary to protect Us and/or You including to protect the safety of a child and/or Renaissance products.

Security

Your Data and the Survey Responses will generally be stored in databases maintained by Renaissance or our service providers. Most of these databases are stored on servers located in the United States. Renaissance may use third-party storage or service-provider companies to store Your Data or the Survey Responses, some of which may be outside of the United States.

We have taken certain physical, electronic, contractual, and administrative steps to protect the confidentiality, security, and integrity of Your Data and the Survey Responses. However, no method of transmission over the Internet or method of electronic storage is completely secure, and we cannot guarantee its absolute security.

Data Retention and Destruction

We would hate to lose You as Renaissance Research Panel participant, however, if You decide you no longer wish to participate on the Renaissance Research Panel, you may send an email to privacy@renaissance.com requesting deletion of Your Data.

We retain Your Data for as long as your account is active or for the period and purpose Data Protection Legislation requires.

We retain Survey Responses for a period of three years.

Privacy Rights

If you wish to correct, delete, update or review Your Data, You can email: privacy@renaissance.com for assistance.

You can request to stop receiving emails, by clicking the unsubscribe link in your email and following the steps or by contacting: privacy@renaissance.com. Please note, we won't be able to inform you of User Research opportunities if You take this action.

Data Protection Legislation

Renaissance complies with all applicable Data Protection Legislation. Applicable Data Protection Legislation will control if there is a conflict with this Privacy Notice.

Your Nevada Privacy Rights

Senate Bill No. 220 (May 29, 2019) amends Chapter 603A of the Nevada Revised Statutes to permit a Nevada consumer to direct an operator of an Internet website or online service to refrain from making any sale of any covered information the operator has collected or will collect about that consumer. You may submit a request pursuant to this directive by emailing Us at privacy@renaissance.com. We will provide further information about how We verify the authenticity of the request and Your identity. Once again, We are not in the business of selling data. We are required by law to inform our Nevada customers of their important Nevada-specific privacy rights.

Third Parties

You may find links to websites owned and operated by other organizations utilized for User Research (for example, Zoom, Survey Monkey, Userlytics, UserInterviews, Calendly). Please note that when you click on one of these links, you are moving to another website. While we reviewed the linked sites at the time of the posting of the link, and only provide a link if we believe the content of a site is appropriate and of interest to participants in User Research, the content of those linked sites is the responsibility of the organization actually owning and/or operating the site. Renaissance is not responsible for, and has no control over, the content or privacy policy of any linked site. We encourage you to read the privacy statements of any linked site as its privacy policy may differ from Renaissance's.

Updates

If it becomes necessary for Us to make a material change to this Privacy Notice, We will post the changes on Our website and do Our best to bring it to Your attention. If that happens, please make sure You review those changes. However, if any laws or regulations change, We will update this Privacy Notice so that We comply with such changes without prior notice. We won't make any material changes to how We use Your Data without notifying You.

Contact Us

If You have any questions or concerns regarding this Privacy Notice, please send a detailed message to privacy@renaissance.com or by mail to Renaissance Learning, Inc., Attn: "Privacy: Data Protection Officer", 6625 W 78th St, Suite 220, Bloomington, MN 55439.