



Educational Development Associates, Inc. Privacy Policy

Educational Development Associates, Inc. (dba ACALETICS®) respects your privacy and wants all visitors to know about any information we collect from them upon visiting and using our website. ACALETICS® handles customer data in a manner consistent with applicable laws and regulations, including, without limitation, the Federal Family Educational Rights and Privacy Act (FERPA). Hence, upon visiting a ACALETICS® website, you agree to be bound by the terms and conditions set forth in this policy. Please keep in mind that this policy may change at any time, we encourage you to refer to this page periodically for updates.

Information We Collect and How We Use It

Our website does not collect any personal information about you unless you choose to make that information available. When you complete the “Contact Us” form, we use personal information, including name, phone number, and email, to promptly respond to you. We use non-personally identifiable information, such as browser version, to develop statistics so we can make technological improvements. This information is not tied to any personal information.

Any personal information, collected by permission only, is only accessible by those who have special access rights to our systems and are required to keep the information confidential.

Information We Do Not Collect

ACALETICS® never obtains or collects the following categories of information:

- user biometric or health data;
- user geolocation data;
- student email addresses or social media profile information; or
- student mailing addresses or phone numbers, or other such “directory” information.

When students use ACALETICS®, certain assessment results and usage metrics are also created. These results and usage metrics are used by ACALETICS® as described below. While teachers and school administrators are able to access student information and related data, this information is not made available to other students or the public.

How We Use Student User Account Data

ACALETICS® only uses student data for education-related purposes and to improve teaching and learning, as described in more detail here. We receive this data under the “school official” exception under FERPA:

For Services

ACALETICS® only uses student-identifiable data provided by schools and/or school districts to make ACALETICS® available to that particular student, and to provide related reports and services to that student’s school and school district and its educators and administrators.

For Account Support

Customers' usage data may also be used on an aggregated basis to allow ACALETICS® to more efficiently service clients, provide customer service and empower tech support teams to provide services that meet the specific needs of our educator customers.

Treatment of PII

ACALETICS® treats all student-identifiable data, and any combination of that data, as personally-identifiable information, and that data is stored securely.

In addition, ACALETICS® does not solicit personally identifiable information directly from students—all student information is provided by school district customers or created through the use of the ACALETICS® platform.

How We Use De-Identified Data

ACALETICS® collects and uses “de-identified student data”, which refers to data generated from usage of ACALETICS® from which all personally identifiable information has been removed or suppressed so that it does not identify individual students and there is no reasonable basis to believe that the information can be used to identify individual students. ACALETICS® does this in order to improve program functionality and effectiveness.

ACALETICS® does not attempt to re-identify de-identified student data and takes reasonable measures to protect against the re-identification of its de-identified student data.

Any research partners are prohibited from attempting to re-identify de-identified student or educator data. ACALETICS® does not sell student identifiable data or aggregated de-identified student or educator data to third parties.

How We Use Educator Data

ACALETICS® also collects the following information about educators that use the ACALETICS® platform: name, school, district and grade level teaching. ACALETICS® uses this information for account registration and program execution purposes. We may also use de-identified educator data to improve our product and service offerings.

Data Storage Location

ACALETICS® is a cloud-based application.

Our servers are located in data centers located in the United States.

We do not store any student data outside of the US.

Our hosting provider implements network-level security measures in accordance with industry standards. ACALETICS® manages its own controls of the network environment.

The servers are configured to conduct daily updates for any security patches that are released and applicable. The servers have anti-virus protection, intrusion detection, configuration control, monitoring/alerting, and automated backups.

Encryption

ACALETICS® is accessible via https and all public network traffic is encrypted.

Employee and Contractor Policies and Procedures

ACALETICS® limits access to student- identifiable data and customer data to those employees who need to have such access in order to allow ACALETICS® to provide quality products and services to its customers. ACALETICS® requires all employees who have access to ACALETICS® servers and systems to sign confidentiality agreements. ACALETICS® requires its employees and contractors who have access to student data to participate in annual training sessions on IT security policies and best practices. Any employee who ceases working at ACALETICS® is reminded of his or her confidentiality obligations at the time of departure, and network access is terminated at that time.

Data Retention and Destruction

Student and teacher personal data is used only in the production systems and only for the explicitly identified functions of the ACALETICS® application. Student and teacher personal data is de-identified before any testing or research activities may be conducted. Upon the written request of a customer, ACALETICS® will remove all personally identifiable student and educator data from its production systems when ACALETICS® will no longer be providing access to ACALETICS® to that customer. In addition, ACALETICS® reserves the right, in its sole discretion, to remove a particular customer's student data from its production servers in a reasonable period of time after its relationship with the customer has ended, as demonstrated by the end of contract term or a significant period of inactivity in all customer accounts.

Outside Parties

We will not sell or rent your personal information to outside parties. We will only release your information if we must do so to comply with the law.

Policy Clarification

The privacy policy herein only applies to information collected through our website. Should you have any questions or comments regarding the policy or our privacy practices, feel free to contact us at: customerservice@acaletics.com.