

# Privacy Policy

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Last Updated: August 28, 2017

Shorelight Education, LLC and its affiliates ("we" or "us") are committed to protecting your privacy. We have prepared this Privacy Policy to describe our practices regarding the personal information that may be collected from users of the Shorelight.com website (the "SERVICES"). By submitting personal information through our Services, you expressly consent to the processing of your personal information in the U.S. in accordance with this Privacy Policy.

## DATA YOU PROVIDE TO US.

We may collect information that you submit or otherwise provide to us, such as when you submit a job application, submit comments or make an inquiry, or register from any component of the Services. For example, we may collect your email address and contact information when you e-mail us comments or inquiries.

## DATA COLLECTED VIA TECHNOLOGY.

To make our Services more useful to you, our servers collect information from you, including browser type, operating system, Internet Protocol (IP) address, domain name, unique device identifiers, and information about how you use our Services. We also may collect information regarding the date and time of your visit and the solutions and information for which you searched and which you viewed. Like most Internet services, we automatically gather this data and store it in log files each time you visit our Services.

We, and third parties, may use cookies, web beacons, and other tracking technologies to collect this information. See below for information about the choices you may have in connection with such tracking technologies.

"COOKIES" are small pieces of information that a website sends to your computer's hard drive while you are viewing a website. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Services. Most web browsers are set to accept cookies by default. If you prefer, you can typically remove and reject cookies from our Services with your browser settings. If you remove or reject our cookies, it will affect how our Services work for you.

"WEB BEACONS" are digital images we use to log information on our Services and in our emails. We use web beacons to manage cookies, count visits, and to learn what marketing works and what does not. We also use web beacons to tell if you open or act on our emails. You may render some web beacons unusable by

rejecting their associated cookies. If you choose to decline such cookies, certain features of the Services that placed the cookie may not function properly or at all as a result.

“FLASH COOKIES” are used to store your preferences such as volume control or to display content based upon what you view on our websites to personalize your visit. Third party partners who provide certain features on our websites, such as videos, may place Flash cookies on your device. They may use Flash cookies to track your web browsing activity and to display personalized advertising. Flash cookies are different from other cookies because of the amount of, type of, and way in which data is stored. Cookie management tools provided by your browser usually will not remove Flash cookies. To learn more about Flash cookies, who has placed Flash cookies on your device, and how to manage privacy and storage settings for Flash cookies click

here: [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html#117118](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html#117118). We do not control the privacy practices of the third parties who place or track Flash cookies and this Privacy Policy does not cover their practices. You should visit the privacy policies of companies who place Flash cookies to understand their practices.

**ANALYTICS.** We use analytics services to help analyze how users use the Services. These analytic services use cookies and scripts to collect and store information such as how users interact with our applications, errors users encounter when using our applications, device identifiers, how often users visit our website, what pages they visit, and what other sites they used prior to coming to our website. One of the analytics providers we use to collect information to improve our services is Google Analytics. You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

## USE OF YOUR DATA

Personal information you submit to us is used either to respond to requests that you make, or to aid us in serving you better. We use your personal information in the following ways: to operate, maintain, and improve our Services; to personalize and improve your experience; to respond to your inquiries and send you promotional communications about our products and services, unless you have opted out of such promotional materials, and other communications; and to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.

## DISCLOSURE OF YOUR PERSONAL INFORMATION

We will share your personal information with third parties, including as follows:

**AFFILIATES.** We may share your information with our parent company, subsidiaries, joint ventures, and other companies under a common control (collectively, “AFFILIATES”), to use consistent with this Privacy Policy.

**THIRD PARTY SERVICE PROVIDERS.** We may share your personal information with third party service providers for the purpose of providing you with the Services. For example, we may share data with service providers who host our websites or provide email services on our behalf.

**OTHER DISCLOSURES.** We may disclose information about you if we believe such disclosure is necessary to (a) comply with laws or to respond to lawful requests and legal process; or (b) protect or defend the rights, safety, or property of us, users of the Services, or any person including to enforce our agreements, policies, and terms of use, or (c) in an emergency to protect the personal safety of any person (collectively, “a”, “b” and “c”, ENFORCEMENT PURPOSES”). We may also share information about you in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company. In these circumstances, we will only share information with a company that has agreed to data privacy standards no less stringent than our own. In the event that information is shared in this manner, notice will be posted through our Services.

In addition to the sharing described in this Privacy Policy, we may share information about you with others for their own uses whenever you consent to or direct such sharing. We also may share other information with third parties in a manner that does not identify particular users, including, for example, aggregated information.

#### **YOUR CHOICES REGARDING YOUR PERSONAL INFORMATION.**

We offer you choices regarding the collection, use, and sharing of your personal information. When you receive promotional communications from us, you may “opt-out” by following the unsubscribe instructions provided in e-mails you receive from us. Most web browsers are set to accept cookies by default. If you prefer, you can typically remove and reject cookies from our Services with your browser settings, as described in “Data Collected Via Technology” hereof. If you remove or reject our cookies, it will affect how our Services work for you. You may opt out of tracking of certain information collected by Google Analytics on the Services, as discussed above. While we and others give you the choices described in this Privacy Policy, there are many ways web browser signals and other similar mechanisms can indicate your choice to disable tracking, and we may not be aware of or honor every mechanism.

#### **SECURITY OF YOUR PERSONAL INFORMATION.**

We take steps to help protect your personal information in an effort to prevent unauthorized access, use, or disclosure. Despite these measures, you should know that we cannot fully eliminate security risks associated with personal information. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security. Any content you post while using the Services is at your own risk. If you have any questions about security on our Services, you can contact us at the contact information set forth below.

## CONTACT INFORMATION

We welcome your comments or questions regarding this Privacy Policy. Please e-mail us at [security@shorelight.com](mailto:security@shorelight.com) or contact us at the following address or phone number:

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## CHANGES TO THIS PRIVACY POLICY.

We may change this Privacy Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date above. If such changes are material, a notice of the changes will be posted along with the revised Privacy Policy, prior to the change becoming effective. We encourage you to visit this page from time to time for the latest on our privacy practices.