

PRIVACY NOTICE OF SIXTH EDGE, LLC

SIXTH EDGE, LLC, an Iowa limited liability company (“*Sixth Edge*”), recognizes that privacy is important and is committed to maintaining the privacy of personal information collected at this website or its mobile app. When you provide any of the information described in this Privacy Notice (including information that may be automatically generated), you consent to the use and disclosure of that information as described by this statement. This Privacy Notice describes the personal information that Sixth Edge collects and the uses that Sixth Edge will make of that personal information.

Information we collect and how we use it:

PERSONAL INFORMATION

“*Personal Information*” is information that identifies you as an individual. Personal information includes:

- First name;
- Last name;
- Postal address (including billing and shipping addresses);
- Telephone or fax number;
- E-mail address;
- Tax identification number;
- Certain financial information;
- Purchase history;
- Discipline or course of study;
- Photo;
- Student or instructor status, and
- In conjunction with an agreement between Sixth Edge and an institution required to comply with the Family Educational Rights and Privacy Act (FERPA), information that might be, among other things, subject to FERPA.

Sixth Edge collects personal information when you participate in various opportunities that we provide, for example:

- When you create an account on the website for any purpose;
- When you register for subscriptions or other communications through this website, Twitter, or any other application;
- When you order a product or service or make a request;
- When you request us to conduct research or a study on behalf of a school;
- When you donate or contribute funds through the website or app;
- When you participate in a contest, promotion, sweepstakes, survey or other promotion;
- When you participate in a blog or forum; and
- When we conduct market research or when we meet you at a social or other event.

We may combine personal information that we collect about you with personal information you provide to us through other sources, such as product registrations, inquiries or marketing events. We will use the combined personal information in accordance with this Privacy Notice for as long as it is combined.

OTHER INFORMATION

Other Information We Collect

“*Other Information*” is any information that does not reveal your specific identity or relate to you as an identifiable individual. Other Information is anonymous data.

Other Information includes:

- Browser information;

- Information collected through cookies, pixel tags and other technologies;
- Demographic information and other information provided by you;
- Aggregated information;
- Usage preferences;
- Purchase information; and
- Physical location.

How We Collect Other Information

Sixth Edge and Sixth Edge's third-party service providers may collect Other Information in a variety of ways, including:

- Through your browser or mobile device.

Certain information is collected by most browsers and devices, such as your Media Access Control (MAC) address, computer type, screen resolution, operating system version, device manufacturer and model and Internet browser type and version.

- Through your use of an App.

When you download and use an App, we and our service providers may track and collect App usage data, such as your location, or the date and time the App on your device accesses our servers and what information and files have been downloaded to the App based on your device number.

- Through your use of an App, connected device or vehicle, including unmanned aerial vehicles.

The physical location of your device and its associated date and time is collected by satellite, cell phone tower, Wi-Fi signals or other technologies. We may use your device's physical location to provide you with personalized location-based services and content. In some instances, you may be permitted to allow or deny such uses and/or sharing of your device's location, but if you do, we and/or our partners may not be able to provide you with the applicable personalized services and content.

- From you.

Information such as your location as well as other information, such as your preferred means of communication, is collected when you voluntarily provide this information. Unless combined with Personal Information, this information does not personally identify you or any other user of the Website or App.

- By aggregating information.

Aggregated Personal Information does not personally identify you or any other user of the Website or App. For example, we may use Personal Information to calculate the percentage of Sixth Edge users who have a particular telephone area code or who use an Android device or an iOS device.

We may aggregate your data with other users' data for research and evaluation purposes in furtherance of the research, evaluation, or study being conducted. However, any use by us or our support partners in this manner is anonymized.

Please continue reading to learn how we use cookies and similar tracking technologies.

How We Use and Disclose Other Information

Because Other Information does not personally identify you, we may use and disclose Other Information for any purpose. If we are required to treat Other Information as Personal Information under applicable law, then we use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Privacy Notice.

In some instances, we combine Other Information with Personal Information, such as combining your name with your geographical location. If we combine any Other Information with Personal Information, such as when we combine information you provide upon registration with Other Information to provide you with targeted personalized marketing, the combined information will be treated by Sixth Edge as Personal Information.

AUTOMATICALLY COLLECTED INFORMATION

We may passively collect information that is automatically sent to us by your web browser or your internet service provider. This information typically includes your domain name, your username, and your numerical IP address. The amount of information sent by your web browser depends on its settings. Please refer to your browser if you want to learn what information it sends. We use this type of information to see which web pages you visit at our website, which website you visited before coming to our website, and where you go after you leave our website. We can then develop statistics that help us understand how our visitors use our website and how we can improve it.

When you submit a question or suggestion using this website, you will be required to provide information that we need to complete your request, including your name, address, phone number, and email address. We may have collected similar information from you in the past. We do not collect any other type of personally identifiable information on this website.

COOKIE GENERATED INFORMATION

We may actively obtain information about you by installing a marker on your computer commonly called a "cookie." Cookies enable us to know you by a computer-generated, unique identifier. By providing you with a unique cookie, we are able to create a database of your previous choices and preferences, and in situations where these choices or preferences need to be collected again; they can be supplied by us automatically, saving you time and effort. Your computer may be specially configured to reject cookies; please refer to your browser for more information. Many websites of companies associated with Sixth Edge might allow you to visit without accepting cookies, but some features of our websites may not work properly if you choose to reject cookies.

USER GENERATED INFORMATION

We collect information at this website when you contact us, use our services, donate money, and when you respond to surveys, questionnaires, enter contests, sweepstakes, giveaways, or applications we make available. If you e-mail us, you are voluntarily releasing the content of your e-mail to us (including your e-mail address). If you answer questions we have placed on the website page, you are also voluntarily releasing that information to us. You may decide not to answer any questions presented to you at our websites; if you do, you may still continue your visit, but we may elect not to provide you with services, opportunities, responses or features related to the questions you choose not to answer.

HOW INFORMATION IS USED AND SHARED

We may use Personal Information for one or more of the following purposes:

- Respond to your inquiries; collect your suggestions, and fulfill your requests, such as to send you e-mail alerts, and contact you to answer any questions to the extent possible.
- Send you important information regarding the website or terms, conditions, and policies and/or other administrative information.
- Aggregate and anonymize data with other users' data for research and evaluation purposes in furtherance of the research, evaluation, or study being conducted.
- Complete and fulfill your suggestion for Sixth Edge, for example, to process your suggestion and any donations that may be made in relation to your suggestion, communicate with you regarding your suggestion, and provide you with related customer service and marketing assistance, if any.

- Send you marketing communications that we believe may be of interest to you, including information about upcoming opportunities, exclusive deals, sales and discounted products.
- Personalize your experience on the website by presenting products and offers tailored to you.
- Allow you to participate in surveys, sweepstakes, contests and similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your personal information, so we recommend that you read these rules carefully.
- Allow you to communicate and interact with others or us through the website or with new support options (for example, through a blog, message board, messaging functionality, chat functionality, profile or other social media).
- Enable our business purposes, such as data analysis, audits, researching and developing new products, enhancing this website, improving our services, developing marketing events, identifying usage trends and determining the effectiveness of our promotional campaigns. We may analyze personal information for historical, statistical, or scientific purposes, or we may store the personal information for your convenience should you return to this website in the future.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process and for any legal purpose (other than credit information); (c) to investigate security breaches; (d) to respond to requests from public and government authorities including public and government authorities; (e) to enforce our terms and conditions; (f) to protect our operations; (g) to protect our rights, privacy, safety or property, you or others; and (h) to allow us to pursue available remedies or limit the damages that we may sustain.

In the course of any of these activities, we may transmit any of the information we have collected to another US state or territory or share it with affiliates or third parties. An example of a third party that could receive your personal information is a data processing contractor that operates computer systems on our behalf, a cloud hosting service, our third party support system, or a company with whom we transact business or associate with for the purposes of offering certain products, services, a contest, sweepstakes, or other promotion event. If you are a school that is subject to FERPA, please request a copy of our FERPA Guidelines and Practices, or click here to review our guidelines and additional information for your school's compliance purposes: <https://s3.amazonaws.com/thinkspace-prod/legal/ferpa.pdf>.

By using this website, you agree to the terms of this Privacy Notice. By agreeing to the terms of this Privacy Notice, you are consenting to our continued use of previously collected information under the terms of this Privacy Notice.

DIRECT MARKETING

We may use all information collected at this website for direct marketing and e-marketing purposes. The personal information you supply to us will not be given, sold, rented, loaned, or otherwise disclosed to any third parties outside of Sixth Edge and its agents.

LINKS TO OTHER SITES

For your convenience, our website may contain certain hyperlinks to other websites as well as to third party websites. This Privacy Notice applies only to information collected on this website and not to information collected on linked sites. We encourage you to be aware when you leave this website and to read the privacy statements of each and every linked site that collects your personal information.

CHILDREN'S INFORMATION

We are committed to protecting the privacy needs of children and we encourage parents and guardians to take

an active role in their children's online activities. We do not target our websites to children less than 13 years of age or knowingly collect information from children for the purpose of selling products or services.

POTENTIAL THIRD PARTY ADVERTISERS

In the future, we may use third-party advertising companies to serve ads when you visit our website. Please note that these companies may use information about your visit to this website in order to provide advertisements about goods and services that may be of interest to you. In the course of serving advertisements to this website, these companies may place or recognize a unique cookie on your browser. If you would like more information about this practice and to know your choices about not having this information used by these companies, please visit http://networkadvertising.org/optout_nonppii.asp and www.aboutads.info/choices/. Our systems do not recognize "Do Not Track" signals, but third party companies who use cookies or beacons on our web sites (typically provided to us by you) might enable certain options for you. We do not provide or share your Personal Information with any unaffiliated third parties for marketing purposes.

ACCESS, CHANGES AND DELETION OF PERSONAL INFORMATION

How you can access, change or suppress your Personal Information

If you would like to request to review, correct, update, suppress or delete, or object to, restrict or otherwise limit Sixth Edge use of, your Personal Information that has been previously provided to Sixth Edge, or if you would like to request to receive an electronic copy of your Personal Information for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law) you can contact us at contact@sixthedge.com.

Sixth Edge only collects data from within the United States. If you are a school and your students are collecting data from within the European Union or the European Economic Area, you are responsible for confirming your school's compliance with the General Data Protection Regulation, the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("**GDPR**"). Sixth Edge's compliance and cooperation with you pursuant to a written instruction for GDPR compliance purposes does not result in Sixth Edge being subject to GDPR. Sixth Edge will process the school's and its students' Personal Information and data in accordance with the written agreement between Sixth Edge and the school, the school's written instructions, if any, this Privacy Notice and applicable law.

In your request, please make clear what information you would like to have changed, whether you would like to have your Personal Information suppressed from a Sixth Edge database or otherwise let Sixth Edge know what limitations you would like to put on Sixth Edge use of your Personal Information. We will try to comply with your request as soon as reasonably practicable.

RETENTION PERIOD

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Notice unless a longer retention period is required or allowed by law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide requested services to you;
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

INFORMATION SECURITY

We use commercially reasonable methods consistent with industry practice to protect your personal information from unauthorized access or disclosure. While we consider these policies and procedures to be adequate, there is still a risk that your personal information could be misappropriated. No method of transmission over the Internet, or method of electronic storage, is completely secure. Therefore, we cannot guarantee the absolute security of your personal information. If you have any questions about security on our website, you can send an email to us at email address specified below.

UNITED STATES EXPORT REQUIREMENTS

This website and your use of the website are subject to laws, regulations, orders or other restrictions on export from the United States of America of certain materials and technical data, which may change from time to time. Therefore, you agree not to use, transfer, directly or indirectly, by electronic means or otherwise, any content website, or any direct products thereof, to any country, or to any agent, representative, or foreign national of any country, for which the United States or any agency thereof requires an export license or other governmental approval at the time of export without first obtaining such license or approval.

DMCA

If you believe that any content on the website or any third party site accessed via the website contains infringing content, malicious code, or any offensive, libelous, or otherwise illegal or inappropriate content, please email: contact@sixthedge.com. To ensure we can promptly respond to the issue, your e-mail should include the originating webpage URL, the linked webpage URL, a subject line titled "DMCA Notice", and a description of the content in question. If your message does not contain the subject line or box marked "DMCA Notice", you might experience a delay in our response time and we are not responsible for any such delay.

FERPA

We understand when we might be obligated to maintain the security and confidentiality of all student records and comply with requirements of the Family Educational Record Privacy Act ("**FERPA**") applicable to the educational records of students 18 years of age and older residing in the United States.

CHANGES TO THIS PRIVACY NOTICE

We may change this Privacy Notice. View the "[LAST UPDATED](#)" legend at the bottom of this page to see when this Privacy Notice was last revised. Any changes to this Privacy Notice will become effective when we post the revised Privacy Notice on the Website or App. Your use of the Website or App following these changes means that you accept the revised Privacy Notice.

OPT OUT

If you do not want us to use your personal information as described in this statement, please contact us at contact@sixthedge.com. As stated above, we do not share your Personal Information with unaffiliated third parties for marketing purposes. Please note that we will not be able to process questions or contact you without your personal information. To ensure we can promptly respond to the issue, your e-mail should include a subject line titled "Opt Out Notice". If your message does not contain the subject line or box marked "Opt Out Notice", you might experience a delay in our ability to timely remove you from our mailing list and we are not responsible for any such delay.

CROSS-BORDER TRANSFER

Your Personal Information might be stored and processed in any country where we have facilities or where we have engaged a service provider, including to the United States, which may have different data protection rules than in your country.

If you are located in the European Economic Area ("**EEA**"): Some non-EEA countries are recognized by the European Commission ("**EC**") as providing an adequate level of data protection according to EEA standards

(see the full [list of countries](#)). For transfers from the EEA to countries not considered adequate, please contact us to work with you to put in place adequate measures.

CONTACT US

If you have any questions, comments, or would like to request access to the information Sixth Edge has gathered about you at this website by contacting us at contact@sixthedge.com.

Information Request Center:

Attention: Information Request Center

Email: contact@sixthedge.com

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