

## TEACHING LAB PRIVACY POLICY

At Teaching Lab (“TL”, “we”, “our”, “us”), privacy is important. This Privacy Policy describes how TL collects personally identifiable information (“personal information”) via the Site and Services, as such terms are defined in the End User License Agreement which links to this Privacy Policy.

This Privacy Policy does not apply to the information that our business partners, including our network of foundations, districts, schools, coaches, and teachers, choose to manage, upload, and store in our Services (“**Partner Content**”) for which we are a service provider/processor. In those circumstances, we process and/or host Partner Content on behalf of a business partner and that business partner is responsible for the collection and use of all Partner Content, including all necessary consents related to such Partner Content. The respective business partner’s privacy notice will apply to the business partner’s collection and use of such Partner Content and questions regarding such notice should be directed to such business partner.

By accessing or using the Website and Services or otherwise providing personal information to us via the Website and Services and contact us methods, you have consented to the terms of this Privacy Policy and consent to our privacy practices described herein, including our use and disclosure of your personal information. If you do not agree to the terms and conditions of this Privacy Policy, then please do not provide us with your personal information and do not access or use the Website and Services. Please note that if you choose to limit the information that you provide to us while using the Website and Services, you may not be able to use or participate in certain features of the Website and Services.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

### 1. INFORMATION WE COLLECT

As further described below, we collect personal information directly from you, automatically through your use of the Website and Services, and from other third-party sources. To the extent permitted by applicable law, we may combine the information we collect from you with publicly available or data we receive from a third party.

**Personal Information We Collect Directly From You.** While the personal information we collect varies depending upon your use of the Website and Services and our interactions with you, in general, we collect the following personal information directly from you:

- **Contact Information.** When you contact us, we collect your name, email address, phone number, and other contact information you choose to provide.
- **Employment Information.** When you contact us, we collect information regarding the school or organization with whom are associated.
- **Account Registration Information.** When you register for an account, we collect information in order to set up such an account. This may include your name, email

address, phone number, school or organization name, job title, location information including state/province and country, login name, and password.

- **Payment Information (if applicable).** You may be required to provide financial and bank information prior to purchasing the Services. Please note, we do not store financial and bank information; such information is securely processed and stored by our payment processor. For more information regarding the payment processor's privacy practices, please review the policies provided by such provider.
- **Communications and Interactions.** When you email, call, or otherwise communicate with us and with members of our team, we collect and maintain a record of your contact details, communications, and our responses.
- **Responses and Feedback.** If you participate in our surveys or questionnaires, we collect your responses, such as user satisfaction, feedback related to your use of the Website and Services, and any other information you so choose to provide.
- **Marketing and Promotions.** We collect your email, name, phone number, and preferences. If you participate in promotions we offer, we collect your name and other information related to the activities available through the Website and Services.
- **Preferences.** We also may collect information about your preferences, including communications preferences.

*The Services are designed to assist education professionals. While using the Services, you may upload teaching or coaching-related materials or interact with chat features. **Please do not upload any personal information**, including but not limited to student names, identification numbers, contact information, or any other data that could be used to identify an individual. The Services are intended for use with de-identified or anonymized content only.*

*By using the Services, you agree not to input, store, or transmit any personal information or sensitive data. We are not responsible for any personal information that is uploaded in violation of this policy.*

**Personal Information We Collect Automatically.** We and our third-party providers automatically collect personal information related to your use of the Website and Services, including using cookies and other similar technologies. The personal data we may automatically collect includes the below categories of information (collective, "**Usage Data**"):

- **Device and Browsing Information.** When you visit the Website and Services, we may collect IP address, browser type, domain names, access times, date/time stamps, operating system, language, device type, unique ID, Internet service provider, referring and exiting URLs, clickstream data, and similar device and browsing information.
- **Activities and Usage.** We also collect activity information related to your use of the Website and Services, such as information about the links clicked, searches, features used, items viewed, time spent within the Website, your interactions with us within the Website and Services, and other activity and usage information.
- **Location Information.** We may also collect or derive location information about you, such as through your IP address. If you choose to enable location-based sharing with us through your device settings, we may collect precise location information to provide

content that is more relevant to your location and to otherwise improve your interactions with the Website and Services. You may turn off location data sharing through your device settings.

For more information about our use of cookies and other similar technologies, please see the “COOKIES AND OTHER TECHNOLOGIES” section below.

**Personal Information We Collect from Other Sources.** In addition, we may collect and receive certain personal information from business partners, organizations, and public databases. As permitted by applicable law, we may combine this information with other personal information within our possession and will use it in accordance with the Privacy Policy.

Some of our Services allow you to provide us with personal information relating to other parties (collectively, “**Third-Party Data**”). If you use any feature of the Services that allows you to communicate with other parties (such as to refer another other party to the Services or to communicate with them), either by submitting Third-Party Data to the Services or otherwise permitting the Services to automatically access Third-Party Data in your possession, you acknowledge, represent, and agree (a) that you have the authority of the relevant other party for us to access and use the relevant Third-Party Data, and (b) that you have notified these other parties and informed them how their information is collected and used by us to provide the Services. We reserve the right to identify you as the person who has made the referral in any messages that are sent to other parties. We use Third-Party Data to (a) contact such party using the Third-Party Data provided, and/or (b) provide you with an editable template message designed to facilitate communication between you and such party through the Services. We may also send reminders or related messages to you and to other parties on your behalf from time to time, as and where permitted by applicable law.

## **2. HOW WE USE YOUR INFORMATION**

We use the personal information we collect in various ways, including:

- **To Provide the Website and Services:** To operate, deliver, and maintain the Website and Services and any other services you may request from us.
- **To Monitor and Maintain the Website and Services:** To monitor system performance, diagnose issues, administer and troubleshoot the Website and Services, analyze trends and usage patterns, and generate statistics.
- **To Respond to Your Requests:** To answer your questions, fulfill your requests, and provide customer support.
- **To Communicate with You:** We may send you marketing communications about the Services, promotions, and other information that may be of interest to you.
- **To Use Third-Party Data You Provide:** If you provide information about third parties (such as to contact those third parties), we may use that information to facilitate communication, send reminders, and support other related features, as allowed by applicable law.
- **To Improve the Services.** We may use your personal information to make the Services more stable and user-friendly, analyze service issues, improve the design and content of

the Services, analyze how the Services are used, offer new services, and develop new Services and programs relating to the Services.

- **For Marketing and Audience Engagement:** To analyze user engagement and improve how we communicate with users.
- **To Provide Customer Service and Notices:** To respond to your feedback and send administrative updates, legal notices, or changes to this Privacy Policy or our Terms.
- **To Support Business Operations:** For internal uses such as audits, market research, analytics, security, and performance monitoring.
- **To Enforce Our Agreements:** To uphold our Terms, this Privacy Policy, and any other agreements between you and us.
- **To Promote Safety and Prevent Fraud:** To help protect the security of the Services and users by detecting, preventing, and responding to fraud, abuse, unauthorized access, and other security-related issues.
- **For Other Legitimate Purposes:** Including:
  - Any other purpose for which you provide personal information;
  - Compliance with internal policies or legal/regulatory obligations;
  - Any other use disclosed at the time of collection;
  - Any use with your consent;
  - Any other purpose described in this Privacy Policy.

### 3. HOW WE DISCLOSE YOUR INFORMATION

*Targeted or Personalized advertising (ads based on a user's personal information) is not used or displayed in the Services.*

We may share your personal information for the purposes described above and as follows:

- **Affiliates, Subsidiaries, and Sponsors.** We may disclose the personal information we collect to our corporate affiliates and subsidiaries and sponsors.
- **Vendors and Service Providers.** We disclose the personal information we collect to service providers who perform functions on our behalf, such as regulatory compliance services, AI vendors, IT and website hosting, marketing, customer support, data storage, analysis and processing providers.
- **Foundations, Schools, Teachers, and Others at your direction.** We disclose the personal information we collect to foundations, schools, teachers, and other educational partners with your consent and at your direction.
- **Marketing and Analytics Providers.** We may disclose your personal information, including your Usage Data, to marketing networks, data analytics providers, and other companies who provide marketing or analytics services on our behalf.
- **In Support of Business Transfers.** If we or our affiliates are or may be acquired by, merged with, or invested in by another company, or if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may disclose or transfer the personal information we have collected from you with or to the other company. We may disclose certain personal information as necessary prior to the completion of such a transaction or other corporate

transactions such as a financing or restructuring, to lenders, auditors, and third-party advisors, including attorneys and consultants.

- **Compliance and Legal Obligations.** To comply with our legal and compliance obligations and to respond to the legal process. For example, we may disclose information in response to subpoenas, court orders, and other lawful requests by regulators and law enforcement, including responding to national security or law enforcement disclosure requirements.
- **With our Professional Advisors.** We share your personal information with our attorneys, auditors, and other professional advisors who are providing you or assisting us in providing you with the services, to comply with applicable legal and regulatory requirements, and to support us with the purposes described in this Privacy Policy.
- **Security and Protection of Rights.** Where we believe doing so is necessary to protect us, our rights and our property, or the rights, property, and safety of others.
- **Aggregate and Deidentified Information.** Notwithstanding anything else in this Privacy Policy, we may use, disclose, and otherwise process aggregate and deidentified information related to our business and the Website and Services in accordance with applicable law.
- **Other Disclosures.** We may disclose personal information in other ways not described above, but will notify you and, if necessary, obtain your consent for any such disclosures that are not otherwise described above.

#### 4. COOKIES AND OTHER TECHNOLOGIES

Like many other websites, we and our third-party providers use cookies, pixel tags, and other technologies to collect Usage Data. We may allow third parties to collect this Usage Data on our behalf and to retain and use this Usage Data themselves. We use this Usage Data to, for example, analyze and understand how you access, use, and interact with us through the Website and Services, to identify and resolve bugs and errors in the Website and Services, to assess, secure, protect, optimize, and improve the performance of the Website and Services, for marketing purposes, analytics purposes, and to personalize content on the Website.

**Third Party Analytics.** We use third party tools which are operated by third party companies to analyze ad traffic and usage of the Website. This data may be used for purposes including delivering banner advertisements and other advertising tailored to your interests when you visit certain websites.

- **Google Analytics.** We use Google Analytics on the Website to help us analyze traffic and improve services. For more information on Google Analytics' processing of personal information, please see <https://www.google.com/policies/privacy/partners/>. You may opt out of the use of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- **PostHog.** We use PostHog Analytics on the Website and Services to help us analyze traffic and improve services. For more information on PostHog's processing of personal information, please see <https://posthog.com/web-analytics>.

**Do Not Track.** Currently, the Website does not recognize "Do-Not-Track" requests. You may, however, disable certain tracking by disabling cookies.

## 5. THIRD PARTY PRIVACY POLICIES

The Website and Services may contain links to third-party sites or apps, or vice versa. This Privacy Policy does not apply to those third-party sites or apps. We recommend that you read the privacy statements of any other sites or apps that you visit, as we are not responsible for the privacy practices of those sites or apps.

## 6. YOUR PRIVACY CHOICES

We make available several ways for you to manage choices about your personal information, including preferences regarding cookies and whether you want to receive marketing and promotional emails from us, and choices regarding your account and profile information.

- **Cookie Settings.** To prevent cookies from tracking your activity on the Website or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set; you can also delete cookies. The “Help” portion of the toolbar on most browsers will tell you how to prevent your device from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies. Visitors to the Website who disable cookies will be able to browse the Website, but some features may not function.
- **Marketing Communications.**
  - **Email.** You can opt out of receiving marketing emails from us by using the unsubscribe feature in any such email we send you.

## 7. CHILDREN’S INFORMATION

The Website is not intended for individuals under the age of 18 and the TL does not knowingly collect any personal information from children under the age of 13 without verifiable parental consent. If you think that your child provided this kind of information via the Website, we strongly encourage you to contact us immediately and we will use our best efforts to promptly remove such information from our records.

## 8. INTERNATIONAL USERS

The Website and Services are solely intended for individuals located within the United States and its territories and are subject to U.S. law. If you are located outside of the United States and its territories, please do not use the Website and Services. By utilizing the Website and Services, you consent to the transfer of your data to the United States and its maintenance in the United States. Please be aware that the data protection laws in the United States may differ from those in your country of origin.

## 9. SECURITY

Information provided by or made accessible by you to us, including but not limited to personal information, to the extent maintained on our systems, is protected using reasonable steps to deter against the loss, misuse and alteration of the information to the extent under our control. Due to the nature of the Internet, computer networks, systems and other factors, we cannot guarantee that the information submitted to, maintained on, or transmitted from our systems or

the Website will be completely secure. You are solely responsible for all data that you transmit or that relates to any activity you have undertaken using the Website and Services.

#### **10. PERSONAL DATA RETENTION**

We retain your personal information for as long as required to satisfy the purpose for which it was collected and used unless a longer period is necessary for our legal obligations or to defend a legal claim.

#### **11. DATA RIGHTS**

While we are not currently subject to any comprehensive consumer privacy laws (such as the California Consumer Privacy Act or similar laws in other jurisdictions), we are committed to respecting your privacy and will honor reasonable requests to access, correct, know, or delete personal information that may be associated with your use of the Website and Services.

Please note that any such requests are subject to applicable contractual obligations we have with our business partners (such as schools, districts, or educational institutions). In some cases, we may be required to refer your request to the organization that provided you access to the Services.

To submit a request regarding your personal information, please contact us as described below. We may need to verify your identity and the nature of your relationship with the Website and Services before processing your request.

#### **12. CONTACT US**

If you have any questions about this Privacy Policy, please email us at [info@teachinglabstudio.com](mailto:info@teachinglabstudio.com).