



PRIVACY STATEMENT

PLEASE READ THE FOLLOWING CAREFULLY

THIS PAGE PROVIDES GENERAL INFORMATION ABOUT THE PRIVACY POLICY OF THE STRATALOGICA.COM WEBSITE. IF YOU ARE UNDER 18 YEARS OF AGE, PLEASE BE SURE TO READ THIS PRIVACY STATEMENT WITH YOUR PARENTS OR GUARDIAN AND ASK QUESTIONS ABOUT THINGS YOU DO NOT UNDERSTAND.

The StrataLogica website (the "Website") is brought to you by NYSTROM Herff Jones Education Division, Inc. ("Nystrom"). At Nystrom we are serious about protecting your privacy, and this Privacy Statement discloses how we collect, protect, use, and share the personal information gathered on this Website.

This Privacy Statement may be revised from time to time. Revisions are effective upon posting and your continued use of this Website following the posting of revisions to the Privacy Statement will indicate your acceptance of such revisions.

The information we gather falls into two categories: (1) personal information you supply, and (2) anonymous tracking information collected as you use and/or navigate through the Website.

As used in this Privacy Policy, "Personal Information" is information about you that is personally identifiable, such as your name and e-mail address.

"Anonymous Information" means information that is not associated with or linked to your Personal Information; Anonymous Information does not permit the identification of individual persons.

Collection of Personal Information

We collect Personal Information that you submit to us voluntarily through our Website, such as when you sign up for a free trial of the StrataLogica product or enroll as a StrataLogica product user as part of your classroom's subscription to StrataLogica. The types of Personal Information we collect are:

If you set up an account, you will provide your name, e-mail address, and title as well as your school or district's name and address if applicable. You will be invited to select your own password. You will also have an opportunity to provide questions or comments about StrataLogica, in which you may voluntarily include other information about yourself.

From time to time Nystrom sponsors contests or promotional events about our customers' use of the StrataLogica product. If you choose to enter a contest, you will be asked to provide your name, mailing address, e-mail address, and phone number (as well as information about your school), and you may choose to include Personal Information in your contest submission, such as your name, voice, image, or likeness.

Collection of Aggregate Information

When you use the Website, we may collect Anonymous Information, such as your browser type, the type of operating system you use, the domain name of your internet service provider, and pages visited on the Website. None of this information identifies you personally; we collect it for aggregate reporting on site activity. For example, we may want to know how long the average user spends at the Website, or which videos,

pages or features get the most attention. We use this information to make the site more useful to our visitors.

1. JavaScript Tools: We use JavaScript tools to collect Anonymous Information about how our site is used. We use this information to make improvements to our site and to help us plan for technical improvements. This information will not identify you or any other user of our web site as an individual.

2. Cookies: A cookie is a block of text placed in a file on your hard drive by a site you've visited. We use session cookies to understand how our visitors click to our Website, what pages they view during their visit, and to maintain balanced server load. The purpose for collecting such classroom and aggregate usage information to enhance our site and services to best meet the needs of our user community. We will analyze this information and consider it when we are designing new or improved features for StrataLogica. We do not store any Personal Information in any cookie. The "help" function on most browsers contains information on how to set your browser to notify you before accepting cookies or to disable cookies entirely. However, if you don't accept cookies, you may not be able to take advantage of various features on our site that are available to other visitors.

Do We Share the Information We Receive?

Your Personal Information is used by Nystrom in the following ways:

- To communicate with you at your request: Nystrom uses your Personal Information to contact you in response to a request from you. For example, Nystrom will assist you in obtaining a new password if you forget your original password;
- To communicate with you at your request from a trial sign up. You may opt out of communication.
- To communicate with you at your request from information gained from a contest sponsored by Nystrom. You may opt out of communication to the extent that it does not affect your participation in the contest.
- In connection with a sale, joint venture or other transfer to some or all of the assets of Nystrom; or
- To comply with the law: Nystrom may provide, distribute or disclose your Personal Information to third parties where Nystrom reasonably believes that it is required to do so to conform to legal requirements or litigation, to protect and defend the rights or property of Nystrom or other third parties, to enforce this Privacy Policy or act to protect the interests of its users. Nystrom is also entitled to disclose your Personal Information for the purposes of national security or other issues of public importance, at Nystrom's discretion.

How Secure is the Information that We Collect?

We recognize our responsibility to protect the Personal Information you entrust to us. We take precautions including administrative, technical and physical measures to safeguard your Personal Information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

Despite all these precautions, no method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security. You can also take precautions to protect your Personal Information when you are on the internet. Change your passwords often using a combination of letters and numbers, and make sure you use a secure internet browser.

How do I Opt Out or Change my Information?

You can access and update information concerning your account at any time by logging in at the Website with your email address and password. Once you have logged in, you can update your name, password, and/or other information. Alternatively you may contact our customer service department to make these changes or any other updates at:

NYSTROM Herff Jones Education Division

4719 W 62nd St.

Indianapolis, IN 46268

800-621-8086

StrataLogicaSupport@herffjones.com

Children's Policy

We encourage parents and guardians to spend time online with their Children (Children 12 and under) and to participate in the activities that may be offered on this Website. No personally-identifying information should be submitted to or posted on this Website by Children without the consent of their parent or guardian. We encourage parents to monitor their Children's online use, and to help us protect their privacy by instructing them never to provide personally-identifying information on this Website or any other website without permission.

We do not knowingly collect personally-identifying information from Children on this Website either directly or passively, except that a Child who is a student in a classroom that has subscribed to the StrataLogica product may voluntarily submit (but is not required to submit) personally-identifiable information when establishing the Child's login id and password, and in such circumstances Nystrom will take reasonable steps to obtain consent from the Child's parent or guardian for the submission of such information. We will never request personally-identifying information from a Child, and we will not communicate with subscriber Children except in circumstances where the Child seeks assistance from Nystrom (such as a forgotten password).

Third Party Links

The Website may contain links to other third party sites that are not under our control. These sites have their own policies regarding privacy, and you should review these policies before providing information to these sites. Nystrom has no responsibility for linked websites and provides these links solely for the convenience and information of our users.

Additional Information About Privacy

If you have any concerns or questions about privacy on this Website, please contact us at StrataLogicaSupport@herffjones.com.

(Revised -December 2009)