

Reading Performance System™ (RPS™) Privacy Policy

Reading Performance System™ (RPS™) takes the privacy of its customers very seriously. We are committed to safeguarding your privacy while providing a personalized and valuable service.

Overview

This Privacy Policy statement explains the information and data processing practices of RPS. If you have any requests concerning your personal information or any questions about these practices, please contact John@JBEdTech.com. We encourage you to periodically review this statement as it may change at any time at our sole discretion.

Our web site contains links to third party sites, which are not subject to this Privacy Policy. RPS does not endorse and is not responsible for the privacy practices or content on these web sites. We recommend that you read the privacy policy of any such sites that you visit.

In the event that you provide us with personal information and you later make a purchase, whether directly from us or facilitated by one of our ecommerce partners, your privacy rights will be protected according to our stated policies and the stated privacy policies of these partners.

Information provided by you may be requested from one of our web sites under the Reading Performance System, RPS or JBEdTech brand names, or from one of our reputable co-marketing partner web sites that represent our brands on their own web sites under their company and/or brand name.

Information Collected

We collect personally identifiable information about you (your “Data”) through:

- The use of inquiry and registration forms.
- The purchase process when you buy any of our products or services.
- The provision of your details to us either online or offline.

The elements of your Data that we collect may include:

- Name
- Job title
- Company/school name
- Shipping, and/or billing addresses,
- Phone and/or fax number s
- Mobile phone number
- E-mail address
- IP address and browser information

- Payment details such as credit card information
- Market research data such as customer usage patterns

Use and Disclosure of Personal Information

We use your Data for purposes that may include:

- Providing our customers with personalized service.
- Processing orders, registrations, and inquiries.
- Conducting internal market research surveys.
- Running user competitions.
- Measuring interest in and improving our website, products, and services.
- Providing users with information about product and service offers and upgrades. Users may stop the delivery of marketing emails by following the instructions accompanying the particular communication or by contacting us at John@JBEdTech.com.
- Resolving disputes, collecting fees, and troubleshooting problems.

We use the information you provide when placing an order to complete that order. We do not share this information with outside parties except, 1. To the extent necessary to complete that order or to provide services where the outside party is acting on our behalf and has no independent right to use the information we provide (e.g., third-party shipping, business analytics, or customer support), 2. To successors in title to our business, 3. In accordance with legal and regulatory requirements, and 4. As necessary, in RPS's sole discretion, to protect the perceived rights, safety, and property of RPS, users of our web sites, and the public.

Other than as set out above, you will be notified when Personal Information about you will be shared with third parties, and you will have an opportunity to choose not to have us share such information.

We also use information in aggregate form (so that no individual user is identified):

- To improve our products and services
- To build up marketing profiles
- To aid strategic development
- To audit usage of the site

Use of Cookies and Other Tracking Devices

We may use cookies to help personalize your use of our web sites. A cookie is a small piece of information that is sent to your computer's hard drive by the web server so that the web site can remember who you are. This information may include information relating to your use of our sites, information about your computer such as the computer's IP address and browser type, demographic data and, if you arrived at our site via a link

from a third party site, and the URL of the linking page. If you are a registered user, this may include your name and email address for verification purposes.

We use information from cookies for purposes, which may include:

- Identifying returning users and registrants
- Enabling users to move more easily around our web site
- Tracking the use of our web site(s) to improve the user experience
- Building a demographic profile
- If you do not want to help us learn how to improve our site, products, offers and marketing strategy, you may choose to set your web browser to not accept cookies. Further information on how to prevent cookies from being stored on your computer can be found on <http://www.allaboutcookies.org> under the 'manage cookies' section. Alternatively, you can go to the help menu within your Internet browser.

From time to time, we may permit third party companies to set cookies on RPS sites for purposes that may include market research, revenue tracking or to improve functionality of the site.

Security Policy

RPS has appropriate measures in place to help ensure that our users' data is protected against unauthorized access or use, alteration, unlawful or accidental destruction and accidental loss. Although we make reasonable efforts to protect your Personal Information from loss, misuse or alteration by third parties, you should be aware that there is always some risk involved in transmitting information over the Internet. There is also some risk that thieves could find a way to thwart our security systems.

Transfer of Data

The Internet is a global environment. Using the Internet to collect and process personal data necessarily involves the transmission of data on an international basis. Therefore, by browsing RPS sites and communicating electronically with us you acknowledge and agree to our processing of personal data outside of the country in which you reside, including in the United States.

Access to Data and Contact Info

You may request a copy or send a correction of the personal information we hold about you by contacting us at John@JBEdeTech.com.

Children Under 13

This web site is not intended for use by persons under thirteen (13) years of age, except in accordance with K12 school purchases. We do not intentionally collect any information

on children under 13 years of age. We will undertake to delete any details of such users where a parent or guardian has notified us that any such details have been obtained.

Changes to this Policy

This policy is effective 01/01/2011. From time to time, we may make changes to this Privacy Policy statement to reflect any changes to our privacy practices in accordance with changes in legislation, best practice or web site enhancements.

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