



Privacy Notice

Effective: January 1, 2023

Welcome to Action Math Baseball (AMB), which is owned and operated by eLEARNster, Inc. We know customers care deeply about privacy and data security. Maintaining customer trust is an ongoing commitment and we strive to inform customers of the privacy and data security policies.

We are committed to providing students with a positive learning environment and where you can feel confident that your student's privacy is protected. By using AMB, you agree to the handling of your Personal Information in accordance with this Privacy Policy.

AMB will never include any pop-up ads or other advertisements directed to children or teachers and is compliant with the FTC COPPA that enforces regulations concerning children's online privacy. Personal Information is defined in this policy to be compliant with the text of the California Consumer Privacy Act (CCPA) and means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

We take your privacy very seriously, and we never monetize your Personal Information. Only an adult can register a child to participate in AMB and the only information we may ask about a child is the child's first and last name (or nickname), grade level, school, city, state and academic difficulty level. The registration process does require the adult to enter their email. For teacher use, entering home emails for remote learning is optional.

Other than purposes explicitly disclosed in this Privacy Policy, we do not knowingly collect any private information directly from anyone under age 18. We do not ask for certain sensitive information such as social security numbers, driver's license numbers, or biometric data. For those subscribers that want to use a credit card for payment, we use the secure services of PayPal to collect payment.

We only ask for Personal Information where it serves a business purpose and try to limit the it's collection to only what is necessary to accomplish those purposes. We also use commercially reasonable physical, technical, and administrative security measures designed to safeguard all information collected by AMB.

Adults may contact us or their Educational Institution, when applicable, at any time, to request that we provide for their review, or delete from our records, any Personal Information they have provided about students associated with their Accounts.

If you have access to AMB through a School Account, additional privacy protections apply because your Educational Institution may provide us with student personally identifiable information (Student Data) as defined by the Family Educational Rights and Privacy Act and its implementing regulations (FERPA). The Educational Institution is responsible for obtaining parental consent and/or ensuring that an exception applies prior to transferring Student Data to eLEARNster, which acts as a third-party vendor school official in this context.



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Effective January 1, 2020, the CCPA provides California residents with specific rights regarding their Personal Information. This section describes your CCPA rights and explains how to exercise those rights. In this section “you” or “your” refers to California residents. Under the new law we are required to disclose the categories of sources from whom we collect personal information, and the third parties with whom we share it. We are also required to communicate information about rights you have under California law, such as:

- Right to access Personal Information. You may be entitled to receive the specific pieces of your Personal Information we hold.
- Right to data portability. You may be entitled to receive a copy of your electronic Personal Information in a readily-usable format.
- Right to disclosure. You may be entitled to receive information regarding the Personal Information we collected. Simple stated, no third parties were used to collect Personal Information and no Personal Information we collected will be shared with a third party.
- Right to deletion. You may be entitled to request that we delete the Personal Information that we have collected from you. We will use commercially reasonable efforts to honor your request, in compliance with applicable laws. Please note, however, that we may need or be required to keep such information, such as for our legitimate business purposes or to comply with applicable law.

We have established safeguards and use reasonable security measures to protect your Personal Information from unauthorized access and use. Your Personal Information is stored in a secure location in the U.S. and access is limited to authorized persons. In addition, your information may be subject to access requests from governments, courts, or law enforcement officials, when applicable law applies.

Please be aware, however, that no information system can be guaranteed to be 100 percent secure, so we cannot guarantee the absolute security of your information. Moreover, we are not responsible for the security of information you transmit to the AMB over networks that we do not control, including the internet and wireless networks. If you have reason to believe that your interaction with us is not secure, please contact us.

To review and confirm the accuracy of your Personal Information, to contact us with concerns or questions, or inform us that you do not want to be contacted by eLearnster through any method for marketing purposes, please use the contact information below.

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