

Mozi, a product of Core Innovate, Inc. “Mozi” developed this Privacy Policy in order for you to understand how we collect, store, use, communicate and disclose your information.

INTRODUCTION

Mozi is committed to protecting the privacy of the students and teachers who use our products and services. We want you to know how we use your information, and how students, their parents, teachers, and administrators have control over that information.

- We collect the bare minimum of personally identifiable information necessary (first name, last name, username, and class) for students to establish an account on Mozi and be identified by their teacher and associated with the work students do in our application.
- Students’ and teachers’ personally identifiable information is stored securely on our servers and protected with numerous technological and procedural safeguards.
- We do not sell or lease students’ or teachers’ personal information to third parties for advertising, marketing, or other purposes.
- We are compliant with FERPA and COPPA.

By using Mozi, you agree to this Privacy Policy. If you don’t agree with this policy or have any questions about it, you can contact us anytime at mozi@coreinnovate.com.

COLLECTION AND USE OF INFORMATION

Personally Identifiable Information

Personally identifiable information (**PII**) is data that personally identifies you, such as your name, mailing address, email address or credit card information. We may collect personal information from you for a variety of reasons such as processing your order for the purchase of a product or service, registering your product, enabling the use of certain features of a product, supporting a solution, downloading a software update, communication for marketing purposes from Mozi, or creating Mozi ID. The PII we collect is different for teachers and staff, students under 18, and children under 13. For example, we collect first and last name, email, and school name and address for each teacher or staff member. Billing address and payment details are collected and passed to our payment processor but are not stored by Core Innovate. For students under 18, we collect first and last name and school name for each student, and the email address if school policy or technical infrastructure requires students to create accounts on Mozi using their email address (e.g., Google Classroom schools).

We may use PII for internal purposes such as data analysis and research to improve our products, services and content. We may also use PII to send you important notices regarding product purchases or changes to our terms and conditions or policies, and to occasionally contact teachers and staff to answer questions, resolve issues they or their students may encounter while using our product, and to inform them of new features on our platform. If you provide personal information of a third party, we will assume that you have the third party's permission to provide such information. Student PII is used only to provide the Mozi service to the student and authenticate the student when logging in. It is **not** used for advertising of any kind nor any other non-educational purpose.

Here are examples of how we collect user information:

- **Account information:** When an educator or student creates an account on Mozi, we collect their name, email address, school, and, depending on the method of signup, a password for accessing their Mozi account. K-12 students cannot create an account by themselves; their teacher must first create a class in Mozi and invite students to join it. College students may create an account by themselves.
- **Credit card and billing info:** When teachers or college students purchase Mozi, we collect credit card and billing information and pass it securely along to our payment processor, Stripe. We do not store credit card and billing information on our servers.
- **Communications:** Mozi collects communications that teachers send us directly via e-mail and through our in-app support system.
- **Classroom content:** We collect instructional content created by teachers on our platform when they build assignments including essay questions, links, and media, student work including brainstorm, elaborations of brainstorm, essays, and teacher assessment of student work including grades and feedback.
- **Analytics and log data:** When you use Mozi we collect additional identifying information including your IP address as well as metadata about your browser version and operating system. We also collect analytics on platform and feature usage, and other metrics.

We use this information only to provide the Mozi service to you. For example, we use this information to:

- Allow you to access your Mozi account and to create and teach lessons in Mozi.
- Provide you with customer support.
- Research, understand, and analyze usage trends to improve Mozi and develop new features.

As described in this policy, Mozi uses administrative, technological and physical safeguards to protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification.

PARENTAL CONSENT

Teachers and schools are required to get parental consent before setting up student accounts, or asking students to set up their own account, for students who are not legally old enough to give their consent for these purposes. The age varies by country, and in the U.S. it is 13. There are several ways to get parental consent. For teachers in the United States, the most common method is to act as the parent's agent and provide consent on their behalf, which an educator or institution may do as long as they use Mozi solely in an educational context as provided by the FTC. [Learn More](#).

FERPA and COPPA COMPLIANCE

For U.S. users, Mozi's data protection and privacy policies and practices comply with FERPA (Family Education Rights & Privacy Act), COPPA (Children's Online Privacy Protection Act), and other applicable federal and state education privacy laws.

We only collect personal information from children in the United States who are under 13 if the child's parent or legal guardian has provided us with the necessary consent, or if the child's educational institution has contractually agreed to obtain parental consent for the child to use Mozi's services and to disclose information to us for educational purposes. Parents and legal guardians of these users have the right to review or have deleted the child's personal information and refuse to permit its further collection or use by emailing mozi@coreinnovate.com.

If you have reason to believe that a child under 13 years old has provided Mozi with personal information, and that child's parents or school have not provided Mozi with the adequate consent, please contact us at mozi@coreinnovate.com.

For further information about FERPA and COPPA compliance, or to access, modify, or remove any personal data, please contact us at mozi@coreinnovate.com. To the extent that a provision in this policy conflicts with a provision in FERPA, COPPA, or another state or federal education privacy law, Mozi will abide by the more restrictive provision.

HOW WE KEEP YOU PERSONALLY IDENTIFIABLE INFORMATION SAFE

The security of PII is a top priority for Mozi. Mozi has protections in place to ensure our user's data is secure, and we routinely review and update these protections. We have administrative, technical, and physical safeguards in place designed to protect against unauthorized use and disclosure of or access to personal information.

NON-PERSONALLY IDENTIFYING INFORMATION

We also collect non-personally identifying information (non-PII), which is data in a form that does not allow for direct or indirect identification with any specific individual such non-PII may be collected through use of Mozi software and through cookies, web logs, web beacons and other similar applications. Any questions, notes, comments, feedback or other material created by you in Mozi software (but which does not identify you personally) also fall within this definition of non-PII.

We use this non-PII to better understand customer behavior and improve the performance, features, sophistication and effectiveness of our products, software, services and websites.

DISCUSSIONS, NOTES, FEEDBACK, and RESPONSES

If you create shared questions, provide feedback, or otherwise share your ideas, comments, or opinions on or in a Mozi product, software, or website, please note that the information you provide in these ways will be made available to others and can be read, collected or used by other participants. Any notes, responses, or feedback posted are the participants' opinions/comments and should not be construed as an opinion or comment of Core Innovate. We are not responsible for any information, including Personal Information, that participants choose to post or share when using Mozi products, software, services or websites.

DISCLOSURE TO THIRD PARTIES

We will not sell or lease any teacher's or student's personal information with third parties for their advertising, marketing, or other purposes. We will not sell, lease, or share PII of students under 18 or children under 13 to third parties for any purpose, except (1) To comply with laws or a legal process such as responding to a subpoena or court order; (2) To exercise our legal rights or defend against legal claims. We may share personal information with a teacher's or student's current or prior educational institution for authorized educational/school purposes.

THIRD PARTY SITES AND SERVICES

Mozi's products, software, services or websites may reference or contain links to third-party websites, products or services. In addition, our products, software, services or websites may

use products or services from third parties. We do not share student data with third parties for any purpose other than the correct functioning of the Mozi service and only if they also adhere to the same terms and principles outlined here. When these third party subprocessors transfer personal data of EU residents, these services are processors and are bound to also comply with GDPR to protect your data privacy and security.

If you have further questions about a specific third party, we encourage you to learn about the privacy policies of such third parties directly.

If you choose to include embedded video in your Mozi lessons from providers such as Youtube, those providers may display ads during the course of video playback. Please note that Mozi does not have control over whether ads appear in embedded videos. The ads are placed by the video provider (e.g. Youtube), and ad revenue generated goes to the video's provider and creator, not Mozi.

ACCESS AND ACCURACY OF PERSONAL INFORMATION

We will make good faith efforts to honor reasonable requests to access or correct personal information if it is inaccurate or delete the data if Mozi is not required to retain it by law or for legitimate business purposes.

RETENTION OF PERSONAL INFORMATION

Mozi will keep your information for the period needed to fulfill the purposes outlined in this Privacy Policy unless a longer period is required by law.

DELETING YOUR ACCOUNT AND DATA

Any user can request deletion of their account and data by sending an email to mozi@coreinnovate.com. Parents can request deletion of their child's data by sending a request to mozi@coreinnovate.com. The data will be deleted within 48 hours of confirming the request.

QUESTIONS

If you have any privacy-related questions or comments related to this Privacy Policy, please send an email to us at mozi@coreinnovate.com.

UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time. If we change our Privacy Policy, we will post the updated version here with the updated revision date. We will not make material changes to our Privacy Policy (i.e. changes that weaken existing privacy protections) without providing prominent notice to account holders and giving account holders a choice before using data in any manner inconsistent with the terms account providers were originally provided.

This policy was last updated on November 8, 2018.