

MAWIMBI'S PRIVACY POLICY

Effective Date: October 27, 2015

PURPOSE OF THIS PRIVACY POLICY:

This privacy policy addresses the online privacy practices of Mawimbi 21st Century Education for Sustainability Inc., for the website services and/or products indicated herein ("Mawimbi").

Mawimbi is committed to protecting the privacy of children, students, parents, and educators, while providing students and schools with a dynamic learning and teaching environment made possible by the Internet.

This Privacy Policy explains how Mawimbi collects and uses information from Users of its website and services, including our treatment of personally identifiable information.

If you are not of legal age to form a binding contract (in many jurisdictions, this age is 18), you may only use the Services and disclose information to us with your parent's (or guardian's) express consent. Review this Privacy Policy with your parent (or guardian).

This policy does not apply to websites, offerings or practices of companies that Mawimbi does not own or control.

IF YOU USE MAWIMBI PLATFORM SERVICES, THE PRIVACY POLICY APPLIES TO YOU.

As you will see from reviewing this Privacy Policy, we take your privacy seriously. By accessing or using the Services (including via tablets and mobile devices) of Mawimbi.org, you acknowledge that you accept the practices and policies outlined in this Privacy Policy. Remember that your use of Mawimbi is at all times subject to the [Terms of Use](#), which incorporates this Privacy Policy.

If you have questions or concerns regarding the Privacy Policy, you should contact us at support@mawimbi.org. Note if you are reading a hard copy of this Privacy Policy, the email address for Mawimbi Support is: support@Mawimbi.org

USERS UNDER THE AGE OF THIRTEEN ARE TREATED DIFFERENTLY:

This Privacy Policy covers all users of the Mawimbi platform. The Privacy Policy is divided into several sections. Section I specifically addresses information collected from users of Mawimbi who are under 13 years of age; Section II specifically addresses information collected from individuals 13 years of age and older.

When we use the term "Personal Information" in this Privacy Policy, we are referring to personally identifiable information. When we refer to "Child Related Personal Information," we mean personally identifiable information of minors (i.e. persons under the age of 18). General references to "information" are to information that does not and could not reasonably be used by us to identify an individual.

I. PRIVACY NOTICE FOR CHILDREN UNDER 13

Mawimbi limits the collection of personal information from children to only that which is necessary to obtain parental consent or to participate in a Mawimbi program or activity after we have obtained parental consent. If you are under age 13, you are not allowed to create an account without the permission of your parent, guardian, or teacher. In addition to the required consent, it is a good idea to request assistance from your parent or legal guardian in creating an account.

Parental Consent (and Teacher and Guardian Consent)

We require a parent or guardian to consent before a child under the age of 13 can sign up to participate in a Mawimbi project. In addition, during any such registration process, we only collect limited personal information (i.e., parent's name and email address) for the purposes of obtaining a parent's permission for his/her child to participate in a Mawimbi project.

As a parent, you should consult your school's acceptable use policy for more information about your child's school's policies and practices for protecting children on the Internet. As a teacher or school administrator, you should confirm that you have authority to consent on behalf of your student's parents, by reviewing your school's acceptable use policy and any express consents provided by parents or guardians to students' online activities, together with Mawimbi's Privacy Policy and [Terms of Use](#).

Parents can provide consent by email or postal mail for their children to use Mawimbi. Complete email instructions are provided in the parental consent form available at the following link: [Consent Form Link](#). (See also verifiable consent via a child's teacher, below).

To provide consent by post, parents should fill out the parental consent form, sign it and mail it to:

Mawimbi 21st Century Education for Sustainability Inc.
19165 Loyalist Parkway
Consecon, ON K0K 1T0 (Canada)
Att: Consent Form

Teachers may provide consent electronically when creating accounts for their students, provided they confirm their authority to consent, and affirmatively indicate consent, on behalf of a parent or guardian of each such student to the collection of personal information from that student by Mawimbi and to the use and disclosure of such personal information by Mawimbi under the terms of this Privacy Policy and Privacy Notice for Children Under 13.

If we receive consent from a parent, teacher or school administrator, your child's Mawimbi account will be activated.

We will seek consent from parents for their children to use In2Books® products and services through use of a credit card verification during the registration process, or parents will receive an email from Mawimbi/In2Books® asking for their consent. Parents will be asked to provide consent by email, or fax. If a parent provides email consent, Mawimbi will follow up with a confirmatory email to the parent.

If you are a student under 13, please do not send any personal information about yourself to us unless (and until) you have first obtained consent from your parent, guardian or authorized teacher, and please do not send any personal information other than the limited information we request from you in connection with Mawimbi.

What Information Do We Collect From Children?

Personally Identifiable Information

We may collect the following types of personally identifiable information directly from children: first name; last name; date of birth; email address; Mawimbi email address; password; nickname; IP address; grade level; mailing address; and parent's name and email address. We also collect the IP addresses of child users' computers, which may be considered in some circumstances to be personally identifiable information.

We may also passively collect, through Users' computers, mobile phones or other wireless devices, personally identifiable information that Users (including children) choose to post on our online forums, and we also collect personally identifiable information through cookies from children's computers.

Non-Personally Identifiable Information

We may collect certain non-personally identifiable information from visitors to our site, such as the date and time of their visit, the type of browser used (e.g., Firefox, Chrome, Internet Explorer), the

type of operating system used (e.g., Windows or Mac), the ISP from which the visitor receives Internet access, and aggregate information regarding what pages users of the site access or visit.

We may also collect non-personally identifiable information from registered members of certain Services (such as the member's favorite pet or favorite book) and match it to personally identifiable information (such as the member's name) in our database. Such combined information is kept in our internal database under the member's user name.

How Do We Use the Information We Collect From Children?

Use of Personally Identifiable Information:

We may use the personally identifiable information that we collect from a child: (1) to determine whether he or she is eligible to use Mawimbi; (2) to obtain consent from his or her parent, teacher or school administrator, as applicable, for the child to use Mawimbi; (3) to provide an interactive online experience; (4) to provide customization and content recommendations; (5) to provide educational content that we believe that the child may be interested in or would benefit from; (6) to send newsletters.

Use of Non-Personally Identifiable Information:

We may use non-personally identifiable information (such as cookies and Web surfing habits associated with IP addresses) to improve the design, content and performance of the Services. We also may use this information in the aggregate to analyze site usage and the popularity of the the Mawimbi platform (individually or collectively).

Combined Information:

We may collect certain non-personally identifiable information from registered users (such as the member's favorite pet or favorite book) and match it to personally identifiable information (such as the member's name) in our database. Such combined information is kept in our internal database under the member's user name. We do not share such information with third parties, but we may use it for statistical purposes later, such as to say, 25 percent of students in Grade 7 have cellphones!

Will Mawimbi Share My Child's Personal Information with Third Parties?

We may disclose personally identifiable and/or non-personally identifiable information in certain limited circumstances, as set forth in Section III below.

Please note that by their very nature, certain functionality offered as part of interactive services (e.g., email accounts, chatrooms, blogs, message boards, and etc..) allow children to disclose personally identifiable information (such as their real names, addresses or phone numbers) about themselves or others. We strive to prevent and discourage children from disclosing personally identifiable information through Mawimbi. For example, we caution children not to disclose this information while using the Mawimbi, and we endeavor to monitor our online forums and use filters, among other things, in order to prevent this information from appearing in public areas such as blogs and chatrooms on the Sites when we see it. However, these methods are not foolproof, and children may, despite our efforts, sometimes disclose personally identifiable information in their correspondence and in our online forums. **Parents and teachers should advise their children and students not to share any personally identifiable or contact information online, even if such personal information is provided in correspondence only between individuals.**

Can I Review, Change or Delete the Child Related Personal Information Mawimbi has Collected from My Child?

Yes, you can. You can review the Child Related Personal Information related to your child by making a request, as described below, at any time. Parents can also request that a child's account be deleted at any time by emailing support@Mawimbi.org.

We will endeavor to respond to your request for access to your child's personal information within thirty (30) days.

We do not share personal information with unaffiliated third parties for their own marketing purposes.

II. INFORMATION THAT WE COLLECT FROM INDIVIDUAL 13 YEARS OLD AND OVER

Our privacy practices for data that we collect online from individuals 13 years old and over are generally similar to those for information that we collect from users under 13 years old.

What Information Do We Collect From Individuals 13 Years Old and Over?

For participation on Mawimbi platform

We may collect personally identifiable and non-personally identifiable information including, but not limited to: first and last name, date of birth, credit card information, security question and answer, nickname, information related to hobbies and preferences, email address, unique login name and password, home street address and/or telephone number, grade level, school name and address, and school telephone number. Teachers who register for Mawimbi may create and post an online profile, with fields for class- and school-specific information, and brief description of their class(es) for matching purposes.

It is our policy not to create profiles for any user identified by our system as being under 13 years old or identified as a student.

Non-Personally Identifiable Information:

We may use non-personally identifiable information that we collect from users at least 13 years old to improve the design and content of our site and to enable us to personalize your Internet experience. We also may use this information in the aggregate to analyze site usage.

We may also collect non-personally identifiable information from registered users (such as the member's music tastes or hobbies) and match it to personally identifiable information (such as the member's name) in our database. Such combined information is kept in our internal database under the member's user name. We do not share such information with third parties, but we may use it for statistical purposes.

How Do We Use Information that We Collect From Individuals Ages 13 and Over?

We may use the personally identifiable information that we collect online from Users who are at least 13 years old to obtain parental, teacher or school administrator consent, as applicable, for children to use the Service, to provide an interactive online experience (including interactive features such as chatrooms), to facilitate collaborative projects, to provide educational content that we believe the child may be interested in or would benefit from, and, with permission from the applicable User, to post testimonials.

What does Mawimbi use my information for?

Generally

When you use Mawimbi, you may set up your personal profile, send messages, perform searches and queries, and transmit information through various channels, depending upon what category of User you are registered as (e.g., student, parent or teacher) ("User Category"), and as permitted by the functionality of the Services. The information we gather from users enables us to personalize and improve the Services.

Personal Information

Personal Information or Child Related Personal Information you provide may be used for responding to your requests for certain information and services, customizing your experience, and communicating with you about the Services.

Your email address

If you provide us your email address, we may send you email communications. Web beacons may also be used in some of our emails to let us know which emails (and which links within those emails) have been opened by recipients. This allows us to gauge the effectiveness of our customer communications. If you are a student, we will only use your email address to send you Notifications. To opt out of receiving emails from us with regard to our Services, please contact us at support@mawimbi.org. Please note that your ability to opt-out from receiving marketing and promotional materials does not change our right to contact you regarding your use of our website. Please note that if you do not want to receive even legal notices from us via email, such as changes to this Privacy Policy, those legal notices will still govern your use of the Services and/or ordering Products, and you are responsible for visiting this Privacy Policy from time to time to review any changes.

Your friend's email address

If you are a teacher and you provide us with another teacher's name and email address, we may send that teacher an email inviting him or her to visit the Services. We store this information for the sole purpose of sending such email (and, if applicable, subsequent "reminder" emails) and tracking the success of our referral program. The referred teacher may contact us at support@mawimbi.org to request that we remove this information with regard to Mawimbi.

Usage Information

Mawimbi uses certain aggregate data, standard web traffic and behavior analytics, to enable us to figure out how often users use parts of the Services, so that we can make the Services more appealing and relevant to users, and customize and improve the Services. As part of our use of information, we may provide aggregate information to our partners (in a non-personally-identifiable format) about how our users use Mawimbi.

III. INFORMATION SHARED WITH THIRD PARTIES

We may disclose personally identifiable and/or non-personally identifiable information with third parties in certain limited circumstances, as set forth below:

Protection of Mawimbi and Others

We may release Personal Information or Child Related Personal Information when we believe in good faith that such release is necessary to comply with the law (such as to comply with a court order or subpoena), enforce or apply our [Terms of Use](#) and other agreements, or protect the rights, property, or safety of Mawimbi, our employees, our users, or others. (For example, we may disclose such information where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, or situations involving potential threats to the physical safety of any person). We will try to give you notice if we release information for these reasons, but please understand that we reserve the right not to, as it may not be practical, legal, or safe to do so.

If you have any inquiries regarding our partner's privacy practices or how they use your child's personal information, please contact us directly at support@Mawimbi.org.

IV. LINKS TO THIRD PARTY WEBSITES

For the benefit of our members, our sites link to other websites. We are not responsible for the data collection practices on those other sites. We recommend that you to carefully review those sites' privacy policies before submitting personal information there.

V. COOKIES

Cookies and Website Information

Like most commercial websites, we use "cookie" technology and web server logs to collect information about how our website is used.

Cookies are small data files that a Website writes to your computer hard drive for record-keeping purposes. Cookies identify you as a unique customer and store your personal preferences, as well as technical information (including click through and click stream data). Cookies can either be permanent (*i.e.*, they remain on your computer until you delete them) or temporary (*i.e.*, they last only until you close your browser).

The cookies allow our web servers to recognize the computers used to access our websites. Cookies facilitate delivery of certain content to users as they move from page to page on our websites, including by remembering the information about the session.

We may write “cookies” to your computer, primarily to personalize Services and to make our sites easier to use during each session, for example by keeping track of your preferences, such as what language you use. We may also use cookies to record session information, record user-specific information on what pages users access or visit, record past activity at our Site in order to provide better service when visitors return to our site, or to customize a Site view based on visitors’ browser type or other information that the visitor sends. Information gathered through cookies and by our web server logs may include the date and time of visits, the pages viewed, time spent on the Site, and the URL of websites visited just before and just after our Site in aggregate.

In addition, we also use technology to collect information automatically, like your Internet Protocol (“IP”) address (which is the automatic number assigned to your computer by your Internet service provider when you surf the Web, or unique device identifier (“UDID”), international mobile equipment identity (“IMEI”), mobile equipment identifier (“MEID”) or media access control (“MAC”) address; computer operating system (e.g. Microsoft Windows, MAC OS); your browser (e.g. Safari, Internet Explorer, Chrome, Firefox); websites visited before or after your visit our site; and pages viewed and activities at our site.

VI. DELETION OF ACCOUNTS AND RETENTION OF CERTAIN INFORMATION

You may revise or request deletion of your Mawimbi account, by sending a request to support@mawimbi.org. Purchasers of Products utilizing our e-commerce section, shop.Mawimbi.org, should send a request to support@mawimbi.org. Such request should clearly identify your Account and specify that you are requesting deletion of your Account. You should also provide contact information so that we may, if we deem appropriate, verify the authenticity of your request. Please note that some unrevised information may remain in our records after revision of such information, and some information may remain after deletion of your account, or in cached and archived pages. Deletion of your Account will not affect our use of any aggregated data derived from or incorporating the Personal Information you previously provided to us.

We will retain your Personal Information or Child Related Personal Information for as long as your account is active or as long as needed to provide you the Services; we also may retain and use your information as we deem it necessary to comply with our legal obligations, resolve disputes, and to enforce our agreements.

VII. SECURITY PRACTICES

We strive to protect the confidentiality, security and integrity of the personal information we collect from children and adults. We have put in place physical, electronic and administrative procedures to safeguard and to help prevent unauthorized access to and maintain the security of personally identifiable information collected through this site. This information is maintained on secure servers and is accessible to authorized personnel only on a “need to know” basis.

Your Mawimbi account Personal Information or Child Related Personal Information is protected by a password for your privacy and security. We also use coding practices which take steps to prevent attack on our Services from web browsers and malicious scripts.

You may help protect against unauthorized access to your account and Personal Information or Child Related Personal Information by selecting and protecting your password appropriately and limiting access to your computer and browser by signing off after you have finished accessing your account.

Mawimbi endeavors to keep your information private; however, we cannot guarantee security. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of user information. For additional information about the security measures we use in connection with the Services, please contact us at support@mawimbi.org.

Mawimbi may contain links to other sites. We are not responsible for security on other sites. (We recommend that you read all third parties' privacy policies to ensure you understand them). This Privacy Policy only governs information collected by Mawimbi on the Mawimbi platform.

VIII. CHANGES TO THIS POLICY

We may make changes to this Privacy Policy from time to time for any reason. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

If we make changes to this Policy, we will post the revised Policy here with a new effective date at the top. Please check back to this page periodically. One way to know that the Policy has changed is to look at the effective date at the top of this privacy policy to see if it has changed.

If we make material changes in the way we collect, use or disclose Personal Information or Child Related Personal Information, we will notify you either: (i) via email prior to the effective date of the change; or (ii) by posting an announcement on Mawimbi.

IX. USERS OUTSIDE CANADA

When you use Mawimbi, the information we collect about you, including personal information, will be processed in Canada, as Mawimbi's servers are all located in Canada. The data protection and other privacy laws of Canada may not afford the same level of protection as the laws of certain other countries. By providing personal information to Mawimbi from outside Canada, whether directly or indirectly through the Services or otherwise, you expressly consent to the transfer of your information to Canada, in accordance with the measures of protection described in this Privacy Policy.

X. FOR MORE INFORMATION

Please let us know if you have any questions or comments regarding our privacy policy. You can contact us at:

Mawimbi 21st Century Education for Sustainability Inc.
19165 Loyalist Parkway
Consecon, ON K0K 1T0 (Canada)
Phone: (613) 921-3957
support@mawimbi.org