

Your Sumdog quote

Thanks for requesting a quote for a Sumdog school subscription on behalf of Cesar Chavez Elementary.

The price below takes account of any existing subscriptions you have.

Your quote:

\$390.00

excl. taxes

Product	Starts	Ends	For
Math (class)	when you order	one year later	2 Classes

Quote valid until
January 15, 2021

Quote reference
Q294309800

The prices we quote are in United States Dollars, excluding taxes. If you purchase through a reseller, these are our recommended prices, and their pricing may vary.

EXHIBIT "E"

GENERAL OFFER OF PRIVACY TERMS

1. Offer of Terms

Provider offers the same privacy protections found in this DPA between it and **Oak Grove School District** and which is dated 11/20/2019 to any other LEA ("Subscribing LEA") who accepts this General Offer through its signature below. This General Offer shall extend only to privacy protections and Provider's signature shall not necessarily bind Provider to other terms, such as price, term, or schedule of services, or to any other provision not addressed in this DPA. The Provider and the other LEA may also agree to change the data provided by LEA to the Provider in Exhibit "B" to suit the unique needs of the LEA. The Provider may withdraw the General Offer in the event of: (1) a material change in the applicable privacy statutes; (2) a material change in the services and products subject listed in the Originating Service Agreement; or three (3) years after the date of Provider's signature to this Form. Provider shall notify CETPA in the event of any withdrawal so that this information may be transmitted to the Alliance's users.

Provider: Sumdog

BY: Eilidh Bett

Date: 11/20/2019

Printed Name: Eilidh Bett

Title/Position: HR & Legal Manager

2. Subscribing LEA

A Subscribing LEA, by signing a separate Service Agreement with Provider, and by its signature below, accepts the General Offer of Privacy Terms. The Subscribing LEA and the Provider shall therefore be bound by the same terms of this DPA.

Subscribing LEA:

BY: _____

Date: _____

Printed Name: _____

Title/Position: _____

TO ACCEPT THE GENERAL OFFER, THE SUBSCRIBING LEA MUST DELIVER THIS SIGNED EXHIBIT TO THE PERSON AND EMAIL ADDRESS LISTED BELOW

Name: Eilidh Bett

Title: HR & Legal Manager

Email Address: eilidh.bett@sumdog.com

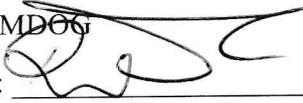
AMENDMENT
TO THE AGREEMENT BETWEEN
SUMDOG
AND
DAVIS JOINT UNIFIED SCHOOL DISTRICT
(Venue and Data Privacy Law)

This Contract Amendment executed by
SUMDOG

hereinafter referred to as "Vendor", and Davis Joint Unified School District, hereinafter referred to as "District", which document shall amend the Agreement between the Vendor and District ("Service Agreement") as follows:

1. The Agreement shall be governed by and construed in accordance with the laws of the State of California and all disputes arising out or relating to the Agreement shall be heard in Superior Court in Yolo County, California.
2. The parties agree to adopt the California Student Data Privacy Agreement ("CSDPA"), the contents of which are incorporated herein by reference. In the event there is a conflict between the CSDPA and the Service Agreement, the CSDPA shall apply and take precedence.

Subject to the terms and conditions set forth in this Amendment, the above referenced Agreement between the parties is hereby ratified and confirmed.

SUMDOG
By: 
Name: Rebecca Sherwood
Title: Relationship manager
Date: 01/12/21

DAVIS JOINT UNIFIED SCHOOL DISTRICT
By: _____
Name: Amari Watkins
Title: Associate Supt of Business Services
Date: _____



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Terms of use

Whenever you use Sumdog, you must make sure that you understand and accept these terms. If you don't understand them, please ask someone – for example, a parent or teacher – to help you with them.

If you are a student, you need permission from a parent, a guardian or (when at school) a teacher before you use Sumdog. Also, your parent, guardian or teacher will need to register on your behalf. There may be additional restrictions, which vary from country to country, below certain age limits.

If you're a parent or a teacher registering for a child to use Sumdog, you are also responsible for making sure your children don't break these terms.

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About Sumdog

The website <http://www.sumdog.com>, including all related Sumdog materials and merchandise (from now on, we'll call all these "Sumdog") is operated by Sumdog Ltd (from now on, "We", "Our" or "Us"), of which Sumdog Inc is a subsidiary.



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In these Terms of Use,

“Personal Information” means information which allows an individual to be identified;

“Children’s Personal Information” means Personal Information collected from users under the age of 18;

“Device” means the electronic device with which you access and use Sumdog;

“Teacher User” means a user who has registered for a Sumdog teacher login;

“Parent User” means a user who has registered for a Sumdog parent login;

“Student User” means a user who has been given login details for a Sumdog student login from a Parent User or a Teacher User;

“Sumdog Family” means a family account on Sumdog, set up by a Parent User

“Sumdog School” means a school account on Sumdog, set up by a Teacher User

“Educational Institution” has the definition given below, in the Teacher Users section.

Teacher Users

To sign up for a Sumdog teacher account, you must be

over 18 years of age, and

employed to work with students by a recognized Educational Institution (Your Educational Institution)

We define an Educational Institution as a bricks-and-mortar institution, which

is located at a single postal address, with a single internet connection;

educates students who physically attend the institution (away from their normal homes);



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teach those students.

As a Teacher User of Sumdog, you undertake to

keep your login secure;

take reasonable precautions to maintain the security of logins for students at Your Educational Institution

Parent users

You may only sign up as a Parent User if you are over 18 years of age.

Using Sumdog

You may:

use Sumdog only for your personal education and entertainment, or for teaching students in Your Institution, or for the personal education and entertainment of members of your Family;

download, store or print materials on Sumdog, for your own personal use, or for use at Your Institution, or by members of your Family.

And when using Sumdog, you agree that you will:

show respect and consideration to other users;

be responsible for any actions which take place under your Sumdog login, and under any Sumdog logins you create, including payment of any fees incurred;

keep your login details private, and tell us straight away if you think someone knows them, or has used them;

give us true, complete information about yourself, and about any users for whom you create logins, and tell us if it changes;

only use Sumdog in a manner that is consistent with these Terms and Conditions.



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able to access it;

we will not necessarily monitor all of the materials put on Sumdog by its users;

we may remove or change the services Sumdog offers if we wish.

And you agree that you will NOT try to do these things:

Use someone else's Sumdog login, or any parts of Sumdog that you're not authorised to use;

Give us false information about yourself, or about anyone else, or pretend to be someone you aren't;

Do something likely to offend or hurt another Sumdog user;

Alter or disrupt Sumdog;

Put onto Sumdog, or send through Sumdog...

- 1 personal information about anyone, including real name or contact details, except when we ask you;
- 2 bulk messages, commercial messages, chain letters or anything like these;
- 3 anything which may disrupt or harm software, hardware or communications;
- 4 anything which untrue, illegal, inappropriate, or which may be offensive or damaging to others;
- 5 anything which infringes someone else's rights or privacy.

...or help anyone else to try to do these things.

If you use Sumdog in any way that doesn't fit with these Terms, we may do whatever we think is necessary, including immediately terminating your use of Sumdog.

Your data



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Copyright and copying

Unless otherwise stated in these Terms, or in writing by us, we (or our Licensors) own the copyright, trademarks and all other intellectual property rights in any materials on Sumdog.

When you put any materials on Sumdog, you accept that...

we may choose to monitor what you put on Sumdog;

you keep all rights you have in those materials;

you may not submit anything owned by someone else, unless they have given you permission first;

if we think it's right to do so, we may remove your materials, or to refuse to make them available;

you grant us an irrevocable, unlimited, non-exclusive, royalty-free, worldwide licence to use your materials, or create work based on them, in whatever way we wish;

you irrevocably and unconditionally waive the benefit of any provision of law known as moral rights of authors, or any similar law in any country, for ever, in respect of that material.

And you confirm that...

you have the right to put those materials on Sumdog

And you may not...

reproduce, or make available to others, Sumdog's content;

modify or create derivative works from Sumdog's content.

... or help anyone else to do any of these things, unless you already have written permission from Sumdog.



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If you set up or join a Sumdog School, you must make sure that

the account is set up on behalf of the Educational Institution that employs you;

only staff who are currently employed by Your Educational Institution to work with its students can be teacher members of that Sumdog School;

only students who are currently educated at your Educational Institution can be student members of that Sumdog School;

if you give us anyone else's personal data, you warrant that you have all required permissions for doing so.

If you are a member of, or wish to join, a Sumdog School that doesn't meet any of these conditions, you should contact us.

If you have a Sumdog teacher account, and cease to be a member of staff at the Sumdog School you have joined, you must leave that account. If this is prevented by the site (for example, if you're the last teacher remaining on the account) you should contact us.

Sumdog Subscriptions

Although much of Sumdog is free of charge without time limit, we also offer access to additional materials on a subscription basis (from now on, we'll call these "Sumdog Subscriptions").

The benefits of each Sumdog Subscription will be published on Sumdog. We may change the price or benefits for any Sumdog Subscription at our discretion.

When purchasing any Sumdog Subscription, you accept that

fees for Sumdog Subscriptions are billed in advance;

if any fees are not paid when they are due, we may terminate or suspend your Sumdog Subscription immediately;

Sumdog Subscriptions are not transferable – and may not be resold – either partly or in their entirety;

any discount codes are not transferable, and may only be used once, unless otherwise agreed by us in writing; and



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cancelled before the end of the period you purchased, you will not be given any refund;

any part of your Sumdog Subscription that has been provided for you as a result of someone else's agreement with us, for example as a donation, is dependent on that person keeping to the terms of that agreement;

if your subscription is terminated, your account will automatically revert to a free Sumdog login, and be subject to the restrictions of that login.

And you confirm that

Any payment methods, such as credit or debit cards, that you provide to us are yours, or that you have the authority to provide them.

Delivery

Sumdog Subscriptions are all delivered online, so you won't receive anything physical.

We will let you use the services your Sumdog Subscription covers as soon as we accept your order.

Sumdog Subscriptions for schools

When ordering a Sumdog Subscription on behalf of an Educational Institution, you confirm that

you are a member of staff at that Educational Institution;

you have the authority to place the order on behalf of that Educational Institution.

Renewal of Sumdog Subscriptions

Before we issue an Educational Institution with an invoice for the next subscription period, at least 28 days before the end of the current subscription



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At least 14 days before the end of the current subscription period, we will send the Educational Institution's representative an invoice for the next subscription period.

The service will terminate at the end of the current subscription period if we have not received confirmation (written or oral) that the Educational Institution wishes to renew its Sumdog Subscription.

If, despite receipt of confirmation that the Educational Institution wishes to renew its Sumdog Subscription, our invoice has not been paid when due, we reserve the right to suspend or terminate the service at any time.

Acceptable use

When you purchase a Class Subscription, it is intended for use with one specified standard-sized class of students.

When you purchase for a whole grade or a whole school, we'll ask you how many students you need to cover with your subscription.

We won't be concerned if, during your subscription, you needing to add a few more students than you anticipated when purchasing. However, you may not let your subscription cover considerably more students than was intended. If we find that this is happening, we may take action, including terminating your subscription, or invoicing your educational establishment to cover your additional usage for the full duration of the subscription. Examples of unacceptable use include repeatedly transferring a class subscription between different classes or students, or allowing many more students than were originally requested to be covered by a school or grade/year subscription.

We may check that your use of your Sumdog Subscription is compatible with the information you gave us, or the product you chose, when purchasing.

Sumdog Subscriptions for parents and guardians

Parents or guardians can purchase personal subscriptions for children in their family. When purchasing such a subscription, you accept that

each Sumdog Subscription applies to only one child;



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we will only accept your order once full payment of this initial fee has been received;

after you agree a purchase, we will continue to bill ongoing fees and any other charges incurred on that subscription to your chosen payment method, unless the subscription is cancelled;

only direct relatives of that child (parents or guardians) can be connected to the child's account;

each subscription is not transferable, and is personal to one child;

where a child's Sumdog login is also connected to his or her school account, some features may be disabled during school hours, at the discretion of the school.

Third Parties and External Links

Sumdog may carry links to websites which aren't under our control. We are not responsible for these websites, or their content, or any offers they make to you.

Any dealings you have with them are completely independent of us, and we cannot be held responsible if you suffer damage or loss as a result.

Changes to these terms

We may modify these terms from time to time, in which case we will notify you by posting the new version on the Sumdog website.

It's your responsibility to be aware of the current terms. Any changes apply as soon as they are posted, and if you use Sumdog after that, you show that you accept the updated terms.

Other terms

Unless otherwise agreed, we make no warranties of any kind, either express or implied, in relation to Sumdog.



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...independently of us.

You agree that you fully indemnify us against all claims, liability, losses, costs and expenses – including legal fees – suffered by us which arise from a breach of this agreement by you, or from your use of Sumdog, or from use of Sumdog by any other person who accesses Sumdog using your Login Details, computer or internet account, as permitted by law. Furthermore, you agree that you are fully responsible for such claims, losses, costs and expenses or liabilities, as permitted by law.

Nothing in these terms limits your rights as a consumer under law, or limits our liability for death or personal injury resulting from our negligence or that of our employees or agents.

Contact details:

USA

Sumdog Inc
902 Broadway
Manhattan
NY 10010
USA

International

Sumdog Ltd
43 Queensferry Street Lane
Edinburgh
EH2 4PF
Scotland, UK

[Log in](#)

[Teacher sign up](#)

[Parent sign up](#)

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Sumdog Privacy Policy

Updated 18th November 2020

At Sumdog, we take your privacy and online safety very seriously.

This Privacy Policy tells you what personal information we collect, and what we do with it. It forms part of Sumdog's Terms of Use.

When you use Sumdog, you signify that you accept this Privacy Policy, as well as Sumdog's Terms of Use.

We are a "data controller". By "we", we mean Sumdog Ltd and our wholly-owned US subsidiary, Sumdog Inc. This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this Privacy Policy.

It is important that you read this policy, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about or provided by you, so that you are aware of how and why we are using such information.

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How to contact us

Summary

Information you give us

We only ask teacher and parent users to provide us with their child's name, date of birth, school and grade. This constitutes "directory information" as defined in **FERPA** (US). This is personal data as defined in the **GDPR**(EEA).

We do not ask student users to enter any personal information.

Information we collect automatically

When you use Sumdog, we collect some information automatically. For example, we collect educational progress data as you answer questions.

If you're a Student User, this information may be accessed by Parent Users in your Sumdog Family, or the Teacher Users linked to your Sumdog School.

To help us improve Sumdog, we also use analytics software to collect usage information.

Student accounts

We don't allow children to set up their own Student logins directly. Sumdog's Student accounts must be created by a Teacher User or a Parent User (this includes guardians).

Teacher and parent accounts need to be confirmed by email, in keeping with good practice and the requirements of **COPPA** (for US users).

Encryption, and keeping your information safe

We encrypt your information using SSL while it's being transferred between your computer and our servers.

On your web browser, you'll see a padlock beside the Sumdog web address. Clicking the padlock gives you the details of our security certification.

Storing and processing your information



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Depending on your location, we may need to transfer it to these places.

Transfers from the EU to the USA will be done under the terms of Article 46 of the GDPR: “when the controller or processor provides appropriate safeguards, or on the basis of an adequacy decision”.

Social features

Sumdog currently has no social features that allow students to communicate freely.

What we do with your information

With the exception of our service providers, we do not allow anyone else to access your information, unless required to do so, for example by law.

We only use your information to provide, evaluate and improve the Sumdog service.

We only use service providers that we are confident are compliant with all relevant laws and regulations.

Advertising

Sumdog does not carry paid advertisements for anyone else.

Your rights over your information

Teacher Users and Parent Users can view and amend information they've given us. This is in keeping with regulations such as FERPA and the GDPR.

We'll store your information as long as you keep your login to Sumdog, but you can ask us to delete your account.

Below, you'll find more information on the rights you have.

The legal basis for processing your information

The provision of the Sumdog service is intended to help children and parents or guardians with their child's education and development. It is in our legitimate business interests to collect and process your personal information so that we can continue to provide the Sumdog service.



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Student Users: Children and under 18.

If you are under 18,

you are only permitted to log in to Sumdog as a Student User;

before you can log in as a Student User, a parent, guardian or teacher must create an account for you. They do this by first creating a parent or teacher account for themselves.

We will not ask student users to enter information that, by itself, is considered personal information.

If we're informed that we have collected personal information from anyone under 18 without permission from someone with the authority to give permission, we will delete that information as quickly as possible. If you believe that this has happened, please contact us at privacy@sumdog.com.

Any personal information is provided by the parent, guardian or teacher who created the student account.

In some of Sumdog's writing games, students may be asked to input text as an answer. Their access to these games is controlled by the Parent Users and Teacher Users linked to their account.

When they play these writing games, students may see what other players have written. For that reason, we remind them not to enter any personal information. Sumdog does its best to enforce this rule automatically. To help provide the safest possible environment, we may permit Teacher Users to view what their students have written and Parent Users to view what their child has written.

Parent Users

We collect the following personal information from Parent Users.

On sign-up, Parents Users enter their:

first and last name

email address and password



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date of birth

school login details

Parent Users may also send an email invite to other parents or guardians by entering their names and email addresses.

If Parent Users choose to subscribe to premium services, they enter:

a postal address

payment method details

Teacher Users

The following personal information is collected from Teacher Users.

On sign-up, Teacher Users enter their:

first and last name

email address and password

school name and address

Teacher Users may then enter information about their students:

first and last name

grade level or school year

class

The information we ask teachers to enter about their students may change in the future. If this is the case, we will ensure that this change is necessary for provision of the Sumdog service. We will also update our privacy policy to reflect this.



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personal information of students and teachers stored in the Sumdog system.

All Users

All users can choose the gender and visual appearance of their on-screen avatar. They can also specify profile details, such as their favorite Sumdog game.

In order to provide the best possible service, we may extend the types of information we ask users to give us. If we do this, we will tell you what extra information we would like to collect from you, and why we are doing it.

If you don't provide personal information

You can choose not to give us your information. However, this may prevent you from using most parts of Sumdog. If we are unable to provide you with the Sumdog service because you fail to provide us with the personal information requested by us, we may have to cancel all or part of the Sumdog service. We may also be prevented from complying with our legal obligations. We will tell you if this is the case at the time.

Information we collect automatically from users

When you use Sumdog, we will collect the following information automatically:

For Student Users

educational data from your activity on Sumdog, for example accuracy and speed of answers to Sumdog's questions;

text written in Sumdog's writing games.

For all Users

data on your use of Sumdog, for example the last time you logged in;

communications you have made with other Sumdog users;

technical information, for example the device you use, your operating system and your IP address.



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Some of the information that we collect from Student Users may be accessed by the Parent Users in their Sumdog Family, or the Teacher Users linked to their Sumdog School.

We also use analytics software to help us understand how Sumdog is used. For example, to help us optimise our email communication, we may use customised links, or small images called web beacons. These allow us to understand how our messages are received by our users.

In order to provide the best possible service, we may decide to extend the types of information we automatically collect from users. If we do we will tell you first.

For information on the Cookies that we use, please view our Cookie Policy.

How we use your information

The situations in which we will process your personal information are listed below. We have indicated the purpose or purposes for which we are processing or will process your personal information, as well as indicating which categories of data are involved. Here is a reminder of the legal bases under which we collect and process your data:

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

- 1 Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests (Condition 1).
- 2 Sumdog is intended to help students with their education and development, and to help their educators, parents and guardians support this.
- 3 Where we need to comply with a legal obligation (Condition 2).
- 4 Where we have your consent or are otherwise permitted to provide you with electronic marketing information (Condition 3).
- 5 Where you are a Teacher User or a Parent User and we need to perform the contract we are about to enter into or have entered into with you as set out in the Sumdog Terms of Use (Condition 4).



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Information you give to us

We may use this information:

to provide you with the information, products and services that you request from us (Condition 1 and Condition 4);

Your information is used during the normal functioning of the Sumdog service. This may include:

personalizing Sumdog for you;

informing you about our services, or to help you to use them, such as telling you about a new Sumdog game, or notifying you of the end of a trial period;

identifying and, where necessary, acting against improper or illegal use of Sumdog. This helps keep Sumdog safe for all of our users;

analysing usage patterns, requesting feedback from you or conducting research on the educational impact of our services so that we may improve them;

to provide you with information about our services. We will contact you for marketing purposes by electronic means only if you have consented to this or we are otherwise permitted by law to contact you (Condition 3);

to notify you about changes to our service (Condition 1 and Condition 4);

to ensure that content from our site is presented in the most effective manner for you and for your computer (Condition 1);

If you have given us your email address, we may send you messages via email. This may include information about new features or services, or about your usage of the site, or the usage of others in your Sumdog School or Sumdog Family. To change your mind about which types of email you receive from us, please go to www.sumdog.com/emails. Please note that there are certain emails that you can't opt out of receiving, unless you delete your account entirely, as these are concerned with the administration of your account (Condition 1 and Condition 3).



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- to administer our site and for internal operations, including troubleshooting, data analysis, testing, statistical and survey purposes (Condition 1);
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer (Condition 1);
- to allow you to participate in interactive features of our service, when you choose to do so (Condition 1);
- as part of our efforts to keep our site safe and secure (Condition 1);
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you (Condition 1);
- to make suggestions and recommendations to you and other users of our site about services that may interest you or them (Condition 1).

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

Automated decision-making

The data that we collect from you is used to make some automated decisions about your experience on Sumdog. For example, our algorithms to help automatically decide the level of questions that you are asked to answer. This enhances your experience of Sumdog as a learning tool by tailoring the service to your exact learning needs. Student Users may also see messages encouraging them to play Sumdog for longer. We do not anticipate that the automated decisions we make would impact our users in a legal, or similarly significant, manner.

Change of purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is related to the original purpose. If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law (Condition 2).



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Your information is stored and processed on our servers and those of our service providers. For security reasons, payment card details are not held by us and are stored instead by our payment service provider.

While your information is being transferred to our servers, it is encrypted using SSL. This helps to protect it in transit.

Information we collect will only be stored and processed in the United States of America or the European Union. Depending on your location, we may need to transfer it to these places. However, to ensure that your personal information does receive an adequate level of protection appropriate measures are put in place to ensure that your personal information is treated by those third parties in a way that is consistent with and which respects the EU and UK laws on data protection. Therefore, transfers of this information from the European Union to the USA are done in such a way as to ensure an adequate level of protection using an appropriate safeguard, such as the model contract clauses approved by the European Commission.

We also collect information from Teacher Users and Parent Users that doesn't relate to individual students – for example, in our online accounting systems. We may transfer this information to other countries. If you are from the European Union, and we need to transfer this information to countries outside the EU, transfers will be done in such a way as to ensure an adequate level of protection using an appropriate safeguard, such as the model contract clauses approved by the European Commission.

Suppliers of support services to Sumdog – for example, the provider of our data storage – may process any of the information we collect on our behalf.

We will take all steps reasonably necessary to ensure that this information is treated securely.

Data Retention

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

With that in mind, we will keep your personal information as long as your Sumdog account exists. We may also need to keep your information to comply with our legal obligations, or to resolve disputes or enforce our agreements.



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within 30 days of your request except where we need to keep your information to comply with our legal obligations, or to resolve disputes or enforce our agreements.

If you sign up as a Teacher User or a Parent User, and you do not confirm your email address within 30 days of signing up, we will automatically delete your information.

The following information will not be deleted:

after a request to delete a Sumdog Family, the Student User accounts will not be deleted if they are also linked with a Sumdog School.

after a request to delete a Sumdog School, the Student User accounts will not be deleted if they are also linked with a Sumdog Family.

any information required to protect the safety of other Sumdog Users will not be deleted; for example, we keep the conversations held in writing games in case we need to investigate claims of abuse.

Inactive accounts may be deleted. We will make reasonable efforts to contact you using either Parent User or Teacher User email addresses before we do so. If as a teacher or parent, you do not confirm your account, this will be deleted automatically one week after creating it.

We may also use aggregated data that has been derived from your information after you have deleted it. However, this will not be in any way that might identify you personally.

Data Sharing

We may have to share your data with third parties, including third-party service providers and other entities in the group.

We require third parties to respect the security of your data and to treat it in accordance with the law.

If you are based in the EU, we may transfer your data outside of the EU.

If we do, you can expect a similar degree of protection in respect of your personal information.

Why might you share my personal information with third parties?



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interested in doing so:

We will disclose your information:

where we believe in good faith that disclosure is required by law;

to protect the rights or safety of Sumdog's users;

to protect the property or rights of Sumdog or its employees;

where there has been a clear breach of our licensing terms. In this case we may share information with our partners, lawyers and/or law enforcement agencies in the relevant country;

if you are a Student User, and your login is linked to a Sumdog School; in this case, any Teacher Users who are members of that Sumdog School will be able to access your information;

if you are a Student User, and your login is linked to a Sumdog Family; in this case, any Parent Users who are members of that family will be able to access your information;

when you have made a sales or support enquiry from a country in which we work with a partner, in which case we may forward your information to them;

where the information you have given us is used on a profile that can be accessed by other users, or in an activity where it is shared with other users, such as one of Sumdog's writing games;

where we have engaged a third party to provide us with services to help us provide Sumdog, and that third party requires us to share your information with them. Examples of this include research on the effectiveness of the Sumdog service, sending you messages by email, storing or processing data, and processing payment. We will ensure that we only do this for the purposes of providing you with and improving the Sumdog service, and that these third parties have no right to use your information except as required to provide the services we engage them for;

when you have given explicit permission to pass your information to a third party.



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following activities are carried out by third-party service providers: system administration, processing of subscription payments, data storage and data hosting and the provision of professional advisory services (including lawyers, auditors and insurers providing legal, accounting and insurance services).

How secure is my information with third-party service providers and other entities in our group?

All our third-party service providers and other entities in the group are required to take appropriate security measures to protect your personal information in line with our policies and the law. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

When might you share my personal information with other entities in the group?

We will share your personal information with other entities in our group as part of our regular reporting activities on company performance, in the context of a business reorganisation or group restructuring exercise, for system administration, data storage and data hosting.

What about other third parties?

We may share your personal information with other third parties, for example in the context of the possible sale or restructuring of the business. We may also need to share your personal information with a regulator or to otherwise comply with the law.

Transferring information outside the EU

We will transfer the personal information we collect about you outside the EU to the United States of America in order to provide the Sumdog service. However, to ensure that your personal information does receive an adequate level of protection appropriate measures are put in place to ensure that your personal information is treated by those third parties in a way that is consistent with and which respects the EU and UK laws on data protection. Therefore, transfers of your personal information from the European Union to the USA are done in such a way as to ensure an adequate level of protection using an appropriate safeguard, such as the model contract clauses approved by the European Commission. If you require further information about these protective measures, you can request it from our Data Protection Officer.

Content you enter on our website



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Where we believe in good faith that you are or may be in breach of any law, or that your safety is at risk, we may use the information you have given us to inform relevant third parties such as your employer, school, e-mail/internet provider or law enforcement agencies.

If we permit you to add information to create a public profile on Sumdog, this information may be displayed to other users. You should bear in mind that whenever you disclose information online, for example as part of a public profile, or in written communications on the site, it may be available to other users, who may be able to collect and use it without either us or you knowing.

Third party advertisements

We do not carry any paid advertising on Sumdog.

Keeping your information safe

We have put in place measures to protect the security of your information.

Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

Your information is protected by your password. We also take all reasonable steps to prevent attack on Sumdog.

Parent Users and Teacher Users are responsible for using their best efforts to select and protect their login details, including restricting access to your Sumdog account, and logging off after using Sumdog.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Rights of access, correction, erasure, and restriction

Your duty to inform us of changes



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Your rights in connection with personal information

Under certain circumstances (where the GDPR applies), by law you have the right to:

Request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).

Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

Request the transfer of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Sumdog Data Protection Officer in writing.

No fee usually required

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded



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We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Right to withdraw consent

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose (such as electronic marketing), you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact our Data Protection Officer. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

Data protection officer

We have appointed a data protection officer to oversee compliance with this Privacy Policy. If you have any questions about this Privacy Policy or how we handle your personal information, please contact the data protection officer at privacy@sumdog.com.

Alternatively, please write to Sumdog Inc, 902 Broadway, New York, NY 10010, or call 877-9786364. Outside of North America, please write to Sumdog Ltd, 43 Queensferry Street Lane, Edinburgh, EH2 4PF, UK or call +44 (0)1312261511.

Updating this Privacy Policy

We may change this Privacy Policy from time to time and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

Data Protection Supervisory Authority / The Information Commissioner's Office

If you are an EU citizen or our use of your personal information is subject to the GDPR, you also have the right to lodge a complaint about how we handle your personal information with an EU data protection supervisory authority.



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How to contact us

If you have any query regarding this Privacy Policy or your Personal Information on Sumdog, please e-mail privacy@sumdog.com. Alternatively, please write to Sumdog Inc, 902 Broadway, New York, NY 10010, or call 877-9786364. Outside of North America, please write to Sumdog Ltd, 43 Queensferry Street Lane, Edinburgh, EH2 4PF, UK or call +44 (0) 131 226 1511.

For the purposes of the EU General Data Protection Regulation, Sumdog Inc's representative in the EU is Sumdog Ltd, 43 Queensferry Street Lane, Edinburgh, EH2 4PF, UK.

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