



**CUTTING
EDGE
CURRICULUM** INC.

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Terms of Use and Privacy Policy

Terms of Use

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Access to materials is provided via confidential logins at the time of purchase. Customers are responsible for the maintenance and personal security of their logins. Cutting Edge Curriculum, Inc., does not provide logins to non-subscribers.

Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their “Personally Identifiable Information” (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect, or otherwise handle your Personally Identifiable Information in accordance with our website.

What personal information do we collect from the people who visit our blog, website, or app?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, or other details to help you with your experience.

When do we collect information?

We collect information from you when you register on our site, place an order, subscribe to a trial, respond to a survey, fill out a form, or enter information on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings that you are most interested in
- To improve our website in order to better serve you
- To allow us to better serve you in responding to your customer service requests
- To administer a contest, promotion, survey, or other site feature
- To quickly process your transactions
- To ask you for ratings and reviews of services or products
- To follow up with you after correspondence (live chat, email, or phone inquiries)

How do we protect your information?

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential.

Student Data Integrity

Student data is protected via the procedures stated above. The teacher, as the subscriber, assigns confidential logins to students. A limited number of authorized personnel from within Cutting Edge Curriculum, Inc., have access to student logins and data. No individual student data is shared with outside entities. Occasionally, aggregated student data is shared with a customer to determine student performance against a region or state. However, no identifiable student data is shared as part of the aggregated data.

Do we use “cookies”?

Yes. Cookies are small files that a site or its service provider transfers to your computer’s hard drive through your Web browser (if you allow) that enable the site’s or service provider’s systems to recognize your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user’s preferences for future visits
- Keep track of advertisements
- Compile aggregate data about site traffic and site interaction in order to offer better site experiences and tools in the future (We may also use trusted third-party services that track this information on our behalf.)

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser’s settings. Since each browser is a little different, look at your browser’s Help Menu to learn the correct way to modify your cookie settings.

Third-party Disclosure

We do not sell, trade, or otherwise transfer your Personally Identifiable Information to outside parties.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adspolicy/answer/6008942?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the internet. Users may opt out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

We have implemented the following:

- Demographics and Interests Reporting

We, along with third-party vendors such as Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out:

You can set preferences for how Google advertises to you by using Google's My Ad Center page. Alternatively, you can opt out by visiting the Network Advertising Initiative opt-out page or by using the Google Analytics opt-out browser add-on.

Children’s Online Privacy Protection Act (COPPA)

When it comes to the collection of personal information from children under the age of 13 years old, the Children’s Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the United States’ consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children’s privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Fair Information Practices Principles

The Fair Information Practices Principles form the backbone of privacy law in the United States, and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practices Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with the Fair Information Practices Principles, we will take the following responsive action should a data breach occur:

- We will notify you via email within 7 business days

We also agree to the Individual Redress Principle, which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN-SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or respond to other requests or questions

To be in accordance with the CAN-SPAM Act, we agree to the following:

- **If at any time you would like to unsubscribe from receiving future emails, you can email us at <http://mycaert.com/contact.asp>, and we will promptly remove you from **ALL** correspondence.**