PRIVACY POLICY

This Privacy Policy was last updated: May 1, 2016

Peerceptiv ("Panther Learning") respects your privacy. This Privacy Policy informs you of our privacy practices, the way your information is collected online, and how that information is used.

1. Scope of this Privacy Statement

This Privacy Policy applies to the Peerceptiv's website, domain, and all services, applications, and products, (all regarded collectively as "Peerceptiv", "Panther Learning", the "Company", or "the website"), unless superseded by a separate written agreement.

The Peerceptiv website may include links to third-party applications, products, services, or websites for your convenience and information. If you access those links, you will leave the Peerceptiv website. The privacy policy for those websites and services may be different than Peerceptiv's Privacy Policy. We encourage you to review the privacy policy of any site you interact with before allowing the collection and use of your personal information.

Peerceptiv may make changes to this Privacy Policy. Privacy Policy changes that significantly affect how the Company uses personal information will be communicated to users by email notification. Minor changes in the policy, which do not significantly affect how the Company uses personal information, will be posted on our website. Please refer to the Privacy Policy on the website for any updates.

2. Collection of personal information

Peerceptiv collects and uses information provided by you to better serve you, to personalize your experience, and to conduct the primary educational objectives of the website. Information provided by you includes name, email address, and the name of the applicable school or organization.

As a result of your participating in the Peerceptiv website, data will also be generated in each account that may include:

a. Assignments, prompts, and rubrics generated by instructors.
b. Work products, reviews, and ratings generated by students in response to the instructor prompts in a., above.
c. Grades generated by both instructors and students.

Peerceptiv stores certain information from your browser using cookies. A cookie is a piece of data stored on the user's computer tied to information about the user. We use session ID cookies to confirm users are logged in. These cookies terminate once the user closes the browser. By default, we use a persistent cookie that stores your login ID (but not your password) to make it easier for you to login when you come back to the website.

Instructors and students may purchase services directly on the Peerceptiv website using credit card transactions. Peerceptiv uses Authorize.net as a secure payment gateway service provider. Peerceptiv does not view or archive credit card or other financial data administrated through the Authorize.net gateway.

3. How we use your information

The student information collected by Peerceptiv is shared with students and instructors for achieving the

primary educational objectives. In addition, Peerceptiv may use this information to better understand user requirements, help Peerceptiv deliver a consistent and personalized experience, and improve service and support.

Information entered into the website is encrypted using secure socket layer technology (SSL). Email is not considered secure communication, and we don't recommend that you send sensitive information by email.

Peerceptiv will maintain an archival copy of user data for approximately five years to allow instructors to improve learning outcomes based on prior results. If an instructor wishes to delete course data, deleting that data erases it entirely from the server.

Peerceptiv may post on its website the names of institutions and organizations at which Peerceptiv services are being or have been used.

4. Research

Peerceptiv®, formerly SWoRD Peer Assessment, has a strong tradition in research. Thousands of students have contributed critical data over more than a decade that allows Peerceptiv to optimize collaborative learning outcomes in the development of writing, critical thinking, and analytical reasoning skills. All of this research is available on the Peerceptiv website. Any student in deciding whether to participate in this research should consider the following:

a. Description: The purpose of this research study is to determine how student writing and other formative feedback skills are improved through a reciprocal peer reviewing process. For that reason, the research team will be collecting student work, reviewing, and related activities in the Peerceptiv web-based system. The team may also ask students to complete brief questionnaires.

   By using this system, students will be participating in a regular class for credit in which they work anonymously with other people on learning and reviewing tasks. By working together on writing and reviewing tasks, students will have opportunities to learn more about the discipline studied, how to write and think, and how to work collaboratively with others. The research being conducted using student writing and reviewing activities will help researchers and instructors improve the system and help other students in the future.

b. Risks & Benefits: There are no known risks associated with this study, and the research team will NOT use any data from this study in an evaluative way.

c. Credit: Whether or not students choose to participate in the research, they will be given credit for their activities in this system by their instructor.

d. Payment: No payment will be made to students for their participation in the research.

e. Confidentiality: Any information about students, including data logged during the course of this study, will be utilized only by instructors and researchers collaborating with instructors, and this information will be kept confidential. No information that might identify individual students (i.e., name, likeness, and/or other personal identifiers) will be recorded with the data. I understand that information gathered in the course of this research may become part of published products. In the data logs, in written descriptions, and in reports of what is learned from the study, the

researchers will make every effort to remove information that identifies me and other individuals.

f. Right to Withdraw: Students are not obligated to participate in this research, and have the right to withdraw from this research at any time, without penalty.

5. FERPA compliance

Peer grading, as done by Peerceptiv, is not considered to be 'sharing' of grades and is permitted under FERPA – Family Education Rights and Privacy Act – regulations. (Owasso Independent School District No. I-011 v. Falvo, 534 I.S. 426, 2002.)

6. How we share your information

Except as described in this Privacy Policy, Peerceptiv will not share the personal information provided or that is generated on the website with third parties without your permission, unless to: (i) improve educational outcomes with learning management systems, publishers and other educational providers engaged by your school or organization, (ii) respond to duly authorized information requests of police and governmental authorities; or (iii) investigate and help prevent security threats, fraud or other malicious activity.

Peerceptiv will not offer goods and services from any unrelated third parties, and will not sell your data to any third parties.

Peerceptiv is a signatory in the Student Privacy Pledge (https://studentprivacypledge.org), sponsored by the Future of Privacy Forum and the Software & Information Industry Association, to safeguard student privacy regarding the collection, maintenance, and use of student personal information.

7. For more information

For any questions or comments on the Peerceptiv Privacy Policy, please contact info@peerceptiv.com.