

This Privacy Policy was last updated: September 1, 2017

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and products, (all regarded collectively as “Peerceptiv”, “Panther Learning”, the “Company”, or “the website”), unless superseded by a separate written agreement.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. Student content, including work products, reviews, and ratings generated 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 disclose on its website and elsewhere the names of institutions and organizations at which Peerceptiv services have been or are being 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. This research is available on the Peerceptiv website. Your data, in anonymized form (without reference to name or any other personal identification), may continue to be used in research for the purpose of improving the Peerceptiv learning experience:

- a. Purpose: The general purpose for these research studies is to determine how user writing and other formative feedback skills are improved through a reciprocal peer reviewing process. For that reason, the research team will be collecting user work, reviewing, and related activities in the Peerceptiv web-based system. From time to time, the research team may also ask users to complete brief questionnaires.
- 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. Payment: No payment will be made to users for their participation in the research.
- d. 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 users (i.e., name, likeness, and/or other personal identifiers) will be recorded with the data. 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 any information that may identify users.

#### 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

Unless specifically described elsewhere in this Privacy Policy, Peerceptiv will not share the personal information provided or that is generated by Peerceptiv, with third parties, unless to:

- (i) improve educational outcomes with learning management systems, publishers and other educational providers engaged by your school or organization,
- (ii) show instructor or student content, including submissions, reviews and ratings, to current and prospective users or partners for the purpose of explaining or demonstrating the capability or potential use of the technology (in these cases, student names are never revealed),
- (iii) respond to duly authorized information requests of police and governmental authorities; or
- (iv) investigate and help prevent security threats, fraud or other malicious activity.

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

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](mailto:info@peerceptiv.com).