

Purple Mash Privacy Policy

Purple Mash is provided to you by us, 2Simple Software ("2Simple"). Protecting your privacy is important to us. We hope the following privacy policy ("Privacy Policy") will help you understand how we collect, use and safeguard the personal information you provide to us on this web site (the "Site").

For details of how Purple Mash complies with the Children's Online Privacy and Protection Act (COPPA) please see our separate [COPPA Policy](#).

The Executive Summary

If you want to know about our privacy policy but you don't have time to read the fine print, the headlines are:

- We store all your data securely.
- Your data belongs to you.
- If you submit work or lesson plans for sharing/competitions we have a licence to reproduce it, otherwise we don't.
- We don't pass your data to any third parties unless they are processing it securely on our behalf, we are legally required to or you ask us to.
- We will sometimes send you special offers etc, but if you ask us not to, we won't.

The fine print

We are committed to making your use of the Site as easy and enjoyable as possible. Please take a moment to read the following Privacy Policy to determine how your personal information will be treated. By logging onto the Site (www.purplemashusa.com or www.purplemash.com), you agree to accept the terms of our Privacy Policy and our use of the information we collect.

2Simple reserves the right to modify this Privacy Policy at any time without giving you prior notice. Your use of the Site following any such modification constitutes your agreement to be bound by this Privacy Policy as modified.

1. What personally identifiable information does 2Simple collect from me and how does 2Simple use my information?

For home users we collect the parent's name, email address, postal address and telephone number. We use this information to set up your account, provide you in login information, technical support and update information. We may also use this information to send you further information about our products and services.

For school users we take the school address, teacher/school email address and the schools postal and telephone details. We will use the school information to set up the school's account, provide

the school with login information, technical support and update information. We may also use this information to send the school further information about our products and services. By default the website also requests children's names and anonymous UPN (unique pupil numbers) when setting up user folders for them but both of these features are optional and we can proceed without either.

If you are a subscriber to the Site, we will send transactional emails for various reasons. For example, a welcome email will be sent thanking you for joining, and giving login details or details of updates to the service. These emails are required for logistical purposes and users cannot opt-out of these at any time.

If you contact 2Simple, we may keep a record of that correspondence. Wherever 2Simple collects personal information, we make an effort to include a link to this Privacy Policy on that specified page.

With your consent, 2Simple may from time to time send commercial emails with additional offers and products. 2Simple is committed to ethical and responsible email practices. Accordingly, 2Simple strives to make sure that all commercial emails sent by us are compliant with the current legislation in force concerning the use of commercial email. Subscribers may opt-out of receiving promotional mailings by clicking on the opt-out link contained in any commercial email sent by 2Simple.

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Site. If your personally identifiable information changes, you may update it by making the necessary edits by logging into your account.

At your request and only in a technical support capacity we will pass on relevant information to your own technical partners, e.g. to help integrate Purple Mash into your Learning Platform.

2. What are cookies and IP addresses and how does 2Simple use them?

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. 2Simple uses cookies to better understand your traffic patterns on the Site as well as keeping your login information securely stored. This information helps us improve the navigation and flow of the web site. Additionally this may allow users who choose to be remembered when they come back to the Site to be automatically logged in. We may sometimes link cookies to personally identifiable information so that we may track your activities on the Site to better improve the service we give. Most Web browsers automatically accept cookies, but if you choose to disable the use of cookies, the product will not function.

We collect Internet Protocol addresses (IP addresses) from all users to make sure that your login information is not being unlawfully shared with those who are non-subscribers.

3. Who owns the data in Purple Mash?

2Simple does not own the data that pupils or staff choose to store in Purple Mash. It is matter for schools to decide who owns the data stored by pupils and staff in Purple Mash, but we would assume that in default of any policy to the contrary, pupils' work is owned by the pupils and staff work is owned by the school. If a pupil or member of staff submits a piece of work, template or

lesson plan for a 2Simple/Purple Mash competition or for sharing with the wider community on the Purple Mash platform, we are granted a licence to reproduce it, although the ownership of the work remains with its owner.

4. With whom does 2Simple share my information and what do we hold?

Except as otherwise set forth in this Privacy Policy, 2Simple will not disclose any of your personally identifiable information to any third party.

Access to your information. At any time you may send us an email to privacy@2simple.com or by postal mail addressed to: 2Simple, 2 The Crest, Hendon, London NW4 2HN to request a listing of all the types of your personal information held by 2Simple. If requested, 2Simple will provide an email response within 30 days informing you of the recipients of your personally identifiable information.

The following describes some of the ways that your information *may* be disclosed:

a. Legal: 2Simple may also disclose account information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating 2Simple's policies or may be causing injury to or interference with (either intentionally or unintentionally) 2Simple's rights or property, other 2Simple users, or anyone else that could be harmed by such activities. 2Simple may disclose or access account information when we believe in good faith that the law requires it and for administrative and other purposes that we deem necessary to maintain, service, and improve our products and services.

b. Learning Platforms: If you have requested that Purple Mash is integrated with a learning platform which sets up users and controls data, 2Simple cannot be responsible for the security of such data or the uses to which it is put once it leaves our hands. Whilst such data is within our control it will of course be covered by the provisions of this privacy policy.

c. Acquisitions: 2Simple may buy other businesses or their assets or sell our business assets. Customer information is generally one of the business assets involved in such transactions. Thus, in the event that 2Simple or all of its assets are acquired, customer information, including any visitor information collected through the Site, would be one of the transferred assets.

d. Local Authority Advisors etc: If your school has an arrangement where your Local Authority advisor is playing a significant role in your technical support, that advisor will have an administrator password for your system and will be able to see all the data on that system. If you are in any doubt about whether your school is covered by such an arrangement, please contact privacy@2simple.com to enquire.

e. Other Advisors: We may provide access to other advisors or consultants who are working with you. If we have any doubt as to whether they are genuinely associated with your school we will contact you directly before providing information to such advisors in order to ascertain their credentials.

f. Support Calls and Emails: If you contact our support team, the support email conversation and ticketing system is handled by a 3rd party system called Freshdesk. Freshdesk has industry standard security measures in place to protect the loss, misuse and alteration of the information contained within this conversation. Our agreement with Freshdesk states that they will take all

reasonable steps to ensure the safety of this data. They have also undertaken with us that they will not share this data with any third parties.

5. What security precautions are in place to protect the loss, misuse, or alteration of my information?

The security of your personal information is very important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security.

Account information for 2Simple trial users and subscribers is password-protected so that you and only you have access to this personal information. You may edit your 2Simple account information by logging into the relevant areas on the site or on your learning platform to modify the information.

We recommend that you do not divulge your password to anyone. 2Simple will never ask you for your password in an unsolicited phone call or in an unsolicited email. Also remember to sign out of your 2Simple account and close your browser window when you have finished your activities. This is to ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place like a library.

Please bear in mind that anything you choose to store or upload to a shared folder can be seen by anyone with access to that folder and the implications that flow from this. Given that a chain is only as strong as its weakest link, information stored in shared folders is only as secure as the weakest password of any of the users with access to it. This is especially true if your school uses groups and you are sharing folders with other schools. If in doubt about security issues in this regard for any given file, don't upload the file.

6. Miscellaneous Provisions.

a. Disclaimer of Liability. Under no circumstances shall 2Simple be liable for any damages, including, but not limited to, indirect, special, incidental, consequential or exemplary damages, that result from the use of the information or materials posted to or collected as a result of the user's accessing the Site or use of the service provided by 2Simple, even if 2Simple has been advised of the possibility of such damages.

b. Enforcement/Redress. If for some reason you believe that 2Simple has not adhered to this Privacy Policy, please notify Customer Service and they will endeavour to respond to your concerns and, when appropriate, take steps to correct a problem.

c. Security of the Data Collected. When you choose to upload data about users via our User Management Tool, this is via a Secure Website. The default setting for the remainder of the Site is *not* to function as a Secure Website (because this disables certain useful features), though it is easily possible to use the Site with this extra security if you wish to do so – please email privacy@simple.com if you want instructions as to how to do this. Although we do take all reasonable measures to ensure data security, 2Simple cannot and does not ensure or warrant the security of any information collected by use, transmitted over the Internet, maintained in your user profile or uploaded to the document store. You agree that any data transmission you make, receive through the Site or upload is at your own risk.

7. Additional Information.

If you have a question that was not addressed in this Privacy Policy, you may contact us by:

1. Sending an email request to privacy@2simple.com
2. Sending a letter requesting the information to:

Customer Services

2Simple, LLC

4500 140th Avenue North

Suite 101

Clearwater

FL 33762

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