

Privacy Policy

This Privacy Policy governs the manner in which Essentials in Education collects, uses, maintains and discloses information collected from users (each, a "User") of the <https://store.essentialsineducation.org/> website ("Site"). This privacy policy applies to the Site and all products and services offered by Essentials in Education.

Personal Identification Information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate:

- Name
- Email Address
- Phone Number
- Mailing Address
- Billing Address
- Billing Information
- Employment information

Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities, such as purchasing an Essentials in Education product.

Non-Personal Identification Information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web Browser Cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are

being sent. If they do so, note that some parts of the Site may not function properly. We use cookies to compile aggregate data about site traffic and site interactions 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. For this site we use cookies for Fonts.com and Google Analytics.

How We Use Collected Information

Essentials in Education may collect and use Users personal information for the following purposes:

- To personalize user experience. We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our Site. We may use feedback you provide to improve our site functionality and User experience.
- To send periodic emails. We may use the email address to send information and updates pertaining to the user's purchase or account. If at any time the User would like to unsubscribe from receiving future emails, we provide contact information at the bottom of this document where the user may contact us for more information.
- To contact the User regarding their purchase or account.
- To facilitate the billing and shipping of User purchased products.

How We Protect Your Information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information stored on our Site. Sensitive and private data exchange between the Site and its Users is encrypted and protected with digital signatures. In the unlikely event of a data breach, Users will be notified via in site notification within one business day.

Sharing Your Personal Information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third Party Websites

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Changes To This Privacy Policy

Essentials in Education has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your Acceptance Of These Terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

CALIFORNIA PRIVACY RIGHTS

As per California law a User may:

- Visit our site anonymously
- Access our Privacy Policy at any time by clicking the link "Privacy" at the bottom of the Site
- Be notified of any privacy policy changes via our Privacy Policy Page
- Change their personal account information

Essentials in Education does not support Do Not Track browser settings and does not currently participate in any "Do Not Track" frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your Personally Identifiable Information or Non Personally Identifiable Information.

Contact

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Essentials in Education

115 East 62nd Street, New York, NY 10021

Phone: 917-525-5895

Email: info@essentialsineducation.org

This document was last updated on January 25, 2017