

Amira Privacy Policy

Last Updated: December 15, 2021

This Privacy Policy explains how Amira Learning Inc. (“Amira,” “we,” “our” or “us”) collects, uses and discloses information about users of our Amira app (“Amira App”), website, and other online products and services (collectively, the “Services”). This Policy addresses our information practices applicable to our Services. Our information practices vary depending upon the type of user and the portion of the Amira App used by that user. Users of the Services include child users (any child under the age of 13 who uses the learning portion of the Services) (“Child”) and adult users (including parents and legal guardians of Child Users and Gift Account Users) (“Adults”), collectively referred to as Users. A Child may only use the learning portion of the Services. Only Adults can access create accounts and subscribe to the Services.

Changes to Amira Privacy Policy

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you a notification). We encourage you to review the Privacy Policy regularly to stay informed about our information practices and the choices available users of our Services.

Children's Information

Except as explicitly described in this Privacy Policy, we do not collect knowingly collect personal information from Children under the age of 13. We do not sell personal information of Children. We do not use or disclose information about Children (whether personal information or otherwise) for behavioral targeting of advertisements to Children.

We do collect personal information through the Amira App when an Adult creates an account directly with Amira, downloads the Amira App, and enables the Child to use the Amira App. Children cannot access the learning portion of the Amira App without an Adult first signing in to the Adult’s account with the Adult’s login credentials. If you are an Adult and you believe that a Child may have provided us with personal information in violation of this paragraph, please contact us at support@amiralearning.com, and we will delete that information.

Collection of Information

Information Provided to Us

We collect information that Users provide when using the Services, including when Adults sign up for Services.

From Adults

- **Adult Registration Information:** We collect registration information, including the Adult's name, birth date, email address, credit card information, and authentication tokens.
- **Child Registration Information:** We collect information the Adult provides to enable a Child's use of the Amira App, including the Child's first name and grade level.
- **Payment Information:** We collect debit or credit card details (cardholder name, card number, expiration date, etc.) or other forms of payment to fulfill orders placed for our Services.

From Children

- **Audio Recordings.** When a Child interacts with the Amira App, we collect recordings of the Child's voice. The recordings are deleted within 24 hours of each session.

Information We Collect Automatically

When Adults access or use the Amira App or our Services, we automatically collect certain information, including:

- **Device and Log Information:** We collect information about the device used to access the Amira App or our Services, including the hardware model and device type, unique device identifiers browser type, network information, operating system and version. We also use analytics software to allow us to better understand the functionality of the Amira App and our Services. This software may record information such as access times and frequency, activity within the Amira App or on our Services, and performance data such as crash reports.
- **Transactional Information:** When an Adult purchases a subscription to the Amira App, we collect information about the transaction, such as subscription price and the date and location of the purchase.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information from our Services, including cookies

and web beacons. Cookies are small data files stored on hard drives or in device memory that help us improve our Services and users' experience, see which areas and features of our Services are popular and count visits. Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon. For more information about cookies, and how to disable them, please see "Your Choices" below.

When Children access or use the learning portion of the Amira App, we automatically collect certain information, including:

- **Amira App Activity Information:** We collect information about a Child's interactions with the Amira App, such as the stories the Child reads, where they tap, and their progress and choices within the Amira App. Our collection of this information through cookies and other tracking technologies (as defined above) is used only to support the internal operations of the Services.

Use of Information

We use information we collect from Adults to:

- Permit Adults to register for our Services;
- Complete and fulfill the Adult's purchases, including processing payments;
- Send Adults technical notices, updates, security alerts and support and administrative messages;
- Respond to Adults' comments, questions and requests and provide customer support;
- Send Adults metrics and information about a Child's reading progress via email or through the Adult's Amira account;
- Provide marketing communications that we believe may be of interest to Adults;
- Deliver advertising to Adults based on Adults' visits to the non-Child-directed portions of the Services. We do not use information collected in the Child-directed portions of the Services for targeted advertising purposes; and
- To measure the effectiveness of our advertising to Adults.

We use the information we collect from Children to:

- Personalize and improve a Children's experience on the Amira App and provide content or features that match the Child's reading level and interests, as well as to monitor trends, usage and activities, so that we can make the Amira App more helpful to all Children; and
- Track a Child's reading progress and usage of the Amira App.

We use information collected from both Adults and Children to:

- Analyze, operate and improve our Services;
- Detect, protect against, and prevent security incidents and illegal or unauthorized activities, as well as investigate complaints and claims;
- Comply with applicable laws, legal processes or enforceable governmental requests, and defend against or pursue claims, disputes or litigation – in court or elsewhere; and
- Enforce our policies, terms and conditions, or other agreements.

Sharing of Information

We may share the information we collect from Adults as follows:

- Between and among Amira and current and future parents, affiliates, subsidiaries and other companies under common control and ownership, provided such entities are subject to the commitments set forth in this Privacy Policy; and
- With Adult consent or at the Adult's direction.
- We may also share aggregated or de-identified information, which cannot reasonably be used to identify any individual.

We may share the information we collect from Adults and Children as follows:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf, provided such third parties are obligated to treat the data we provide in accordance with the commitments set forth in this Privacy Policy;
- In response to a request for information if we believe disclosure is in accordance with, or required by, any applicable law, regulation or legal process;
- If we believe Users' actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of Amira or others; and
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company, provided the successor entity will protect the data in accordance with the commitments in this Privacy Policy.

We do not disclose the personal information of any Child to third parties for any marketing or promotional purposes.

Advertising and Analytics

This section does not apply to information we collect from Children via the Amira App, and we do not we do not disclose information about Children for behavioral targeting of advertisements to Children. With respect to our Services, we engage vendors to provide analytics services on our behalf. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about how Adults use our Services and other websites and applications, including IP addresses, web browsers, mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information may be used by Amira and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand the online activities of Adults.

We also work with third parties to serve ads to Adults as part of customized campaigns on third-party platforms (such as Facebook and Instagram). As part of these ad campaigns, we or the third-party platforms may convert information, such as an email address and phone number, into a unique value that can be matched with an Adult's account on these platforms to allow us to learn about Adults' interests and serve advertising that is customized to those interests.

Your Choices

Children's Information

If you are the parent or guardian of a Child under 13 and would like to request that personal information regarding your Child be updated or deleted please contact us at support@amiralearning.com.

Account Information

You may update, correct or delete account information, at any time by emailing us at support@amiralearning.com. Please note that we may retain certain information as permitted by law. We may also retain cached or archived copies of the information we collect for a certain period of time.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

Interest-Based Advertising: For more information or to opt out of receiving interest-based advertising, please visit: [Digital Advertising Alliance in the US](#)

Mobile Settings: You may manage the collection of information for interest-based advertising purposes in mobile apps via the device's settings, including managing the collection of location data. To opt out of mobile ad tracking, you can do so by selecting the "Limit Ad Tracking" (for iOS devices) or "Opt out of Ads Personalization" (for Android devices) options in your device settings.

Communications Preferences

You may opt out of receiving promotional emails from us by following the instructions in those communications. If you opt out, we may still send you non-promotional emails, such as those about your Child's reading progress, or about your subscription.

Contact Us

If you have any questions about this Privacy Policy, please contact us at: support@amiralearning.com, Phone: +1 (510) 858-2452, and Mailing: Amira Learning c/o Perkins Coie LLC, 1201 Third Avenue Suite 4900, Seattle, WA 98101-3099.