Privacy Policy

At eMATHinstruction, we dedicate ourselves to providing high-quality mathematics resources for teachers and students. In that effort, we respect and protect the privacy of those who visit or use our Web sites. When we collect information from you, we want you to know how it is used. To demonstrate our commitment to fair information practices, we have adopted leading industry privacy guidelines.

Visiting eMATHinstruction online

When visiting our sites, you may access online products and services, communicate with us or link to other websites with which we do business. While using our sites, you may give us information so that we can provide enhanced products or services to you. This online privacy policy describes how we use and protect the information that you share with us. This policy governs Web sites owned and operated by eMATHinstruction.

Our policy does not govern Web sites of other parties to which we may provide links because eMATHinstruction is not responsible for the Web privacy practices or content of those sites.

Notice of our website information practices

To maximize the value of our services, we may request information from you when you visit our Web sites. When we collect information from you, we'll tell you what is being collected, by whom it is being collected, how it will be used, and to whom it may be disclosed. We'll also identify the information that is necessary to fulfill your request. Whenever we ask for additional or optional information, we mark those fields appropriately so that you know it is not required to provide the requested service.

eMATHinstruction does not share your personally identifiable information with outside companies for their promotional use. We may, however, exchange customer information with eMATHinstruction partners to fulfill your request or to provide you with information about other products or services.

We do use a third-party partner to print our books for us. We are also a distributor for Efofex software. If you order a book or Efofex software from our site, we will share your information with our partners as necessary to fulfill your order. In those cases, we will clearly identify the partner who will be receiving your information, and we will not share more than necessary to fulfill your order. If you click on a link that takes you to a third-party partner's site, either eMATHinstruction or that partner may collect information about you. When you use any site, we encourage you to review the site's privacy statements to understand their privacy practices.

Your personally identifiable information may be transferred in connection with a sale, merger, transfer, exchange or other disposition (whether of assets, stock or otherwise) of all or a portion of a business of eMATHinstruction and/or its subsidiaries. You will have the opportunity to opt-out of further secondary use of your information following any change of control.

If we change any of our privacy policies or practices, we'll post those changes to this policy or to the site-specific privacy statement at least 30 days before they take effect.

We tell you how and why we use web technologies.

Our site may also gather usage information automatically through the use of cookies, Web server logs, or other Web technologies. If we do so we will tell you how and why we are doing this on this privacy website.

What personal data we collect and why we collect it.

eCommerce

We are PCI compliant via Authorize.net. That means all credit card information stays securely with Authorize.net – we do not see, store or access your credit card information.

We collect information about you during the checkout process in our store. This information helps to fulfill orders and serve our users/customers. This information is collected during the checkout or account creation process and includes the following personal data:

- Name
- Address
- E-mail address
- Phone number
- Payment details

In addition, we also collect and use cookies to keep track of the following information while you are on our site to help support you during your visit:

- Products viewed
- Cart contents
- Location/IP address
- Browser type
- Shipping address

When you purchase from us, we'll ask you to provide information including your name, billing address, shipping address, email address, phone number, credit card/payment details and optional account information like username and password. We'll use this information for purposes, such as to:

- Send you information about your account and order
- Respond to your requests, including refunds and complaints
- Process payments and prevent fraud
- Set up your account for our store
- Comply with any legal obligations we have, such as calculating taxes
- Improve our store offerings
- Send you marketing messages, if you choose to receive them

If you create an account, we will store your name, address, email and phone number, which will be used to populate the checkout for future orders.

Comments

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: https://automattic.com/privacy/. After approval of your comment, your profile picture is visible to the public in the context of your comment.

Media

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

Contact forms

If you contact us through one of our forms we collect the data shown in the form, and also the visitor's IP address and browser user agent string to help spam detection and fraudulent submissions.

SMTP Service

If you contact us through the site using one of the contact forms we use an SMTP service to deliver email. This service allows us to monitor and ensure the delivery of the email.

Cookies

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me”, your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

User Interactions

When visitors interact with the site we log these actions with their username if logged in and IP address. This information is used for support/debugging site performance and interaction. It is only used by our web development staff. This information is held for 30 days and then deleted.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

Who on our team has access

Members of our team have access to the information you provide us. For example, both Administrators and Shop Managers can access:

- Order information such as what was purchased, when it was purchased, and where it should be sent, and
- Customer information such as your name, email address, and billing and shipping information.

Our team members have access to this information to help fulfill orders, process refunds and support you.

What we share with others

We will not sell or share your personal data with any third parties without your prior consent (which you are free to withhold) except where we are required to do so by law or our Academic Integrity Policy (see below).

Akismet

Akismet is an anti-spam service for the web. It only collects the personal data needed to carry out Akismet's core function of protecting our site against comment spam collected from commenters on our site. We do not sell the data sent to the Akismet service, and we do not keep it for long. We have short retention periods of between two weeks and ninety days for the vast majority of our spam-related data, at which point it is automatically deleted from our databases. Anyone can opt-out of all long-term tracking for the very small subset of data we do keep longer by using Akismet's **contact form**. For more information, please visit Akismet's **Privacy Notice**.

Google Analytics

We use Google Analytics to collect information about the use of this site. For details please see the **Google Analytics Terms of Use** and the **Google Privacy Policy**. You can prevent Google Analytics from recognizing you on return visits to this site by **disabling cookies** on your browser.

Hotjar

We use **Hotjar** in order to better understand our users' needs and to optimize this service and experience. For details please see Hotjar's privacy policy by clicking on **this link**. You can opt-out to the creation of a user profile, Hotjar's

storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this **opt-out link**.

When shopping, we keep a record of your email and the cart contents for up to 30 days on our server. This record is kept to repopulate the contents of your cart if you switch devices or need to come back another day.

Mailchimp

When you sign up for our email newsletter we collect any pertinent contact information, such as name, email, etc… to allow us to send you the requested emails. We use this information only to communicate with our customers/subscribers. Read Mailchimp's **privacy policy** for more information.

How long we retain your data

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. Users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

What rights you have over your data

We give you the opportunity to control the use of your personally identifiable information that you have provided to us for purposes other than to fulfill your request.

If you have an account on this site or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal

data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Because of the importance of student well-being and ensuring academic integrity, we reserve the right to contact you, if necessary, concerning issues regarding the proper use of our products and/or services. We may also contact you to respond to your specific requests or to clarify the order information you may have provided to us.

Our contact information

Email: **info@emathinstruction.com**

Address:

Emath Instruction Inc.
10 Fruit Bud Lane,
Red Hook, NY 12571

Links to Other Sites

Our site may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

We are an educational resource and publishing company

We are not subject to NY Ed Law EDN Section 2-d or Regulation Part 121 because we do not collect or receive student data, teacher data or principal data from any educational agency.

We are not subject to the Family Educational Rights and Privacy Act (FERPA) because we are not an educational institution.

We are not subject to the Protection of Pupil Rights Amendment (PPRA) because we are not a school or a school district.

Children's Privacy

Our members are primarily teachers, parents, and tutors. We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are under 18, you must have your parent's permission to be a member or make any purchases.

If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Academic Integrity

eMATHinstruction takes academic integrity very seriously. Our products exist for the sole purpose of education. On rare occasions, a school district may contact us if they suspect a student has made a purchase on our site for the purpose of cheating. We may disclose private purchase information to schools if they suspect that our products are being used for the purposes of cheating. In these cases, we share the following information only: [member name, date of purchase, item purchased]. We will inform you of the school district's request and the information we are sharing with them. **By agreeing to the terms and conditions of our product, you agree to not hold eMATHinstruction and/or its subsidiaries liable for any disciplinary action that a school may take if they find that this product is used for the purpose of cheating.**

How we protect your data

We use industry-recognized security safeguards to protect the personally identifiable information that you have provided to us from loss, misuse, or unauthorized alteration. Whenever we prompt you to transmit sensitive information, such as a credit card number, we support the encryption of your data as it is transmitted to us.

Additional Questions/Clarification

eMATHinstruction welcomes your questions or comments about our online privacy policy, our information practices or other aspects of privacy on our Web site. You may contact us at our Web site at **https://www.emathinstruction.com** or by writing to us at Emath Instruction Inc., 10 Fruit Bud Lane, Red Hook, NY 12571 or **info@emathinstruction.com**