



Kenlon County School District | It's about ALL kids.

# Issue Paper

**DATE:**

July 21, 2022

**AGENDA ITEM (ACTION ITEM):**

Consider/Approve The purchase of a Read Live, online reading intervention resource for Taylor Mill Elementary.

**APPLICABLE BOARD POLICY:**

8.2321 Copyrighted Material

**HISTORY/BACKGROUND:**

Read live is an online formative assessment tool designed to assess students in both fluency and comprehension skills. This software enables teachers to assess students in real time in order to adjust instruction according to students individual needs.

**FISCAL/BUDGETARY IMPACT:**

2300.00/Title 11

**RECOMMENDATION:**


Approval to purchase Read Live, online reading intervention resource for Taylor Mill Elementary

**CONTACT PERSON:**

Carrie Holloway

  
Principal/Administrator

  
District Administrator

  
Superintendent

*Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.  
Principal –complete, print, sign and send to your Director. Director –if approved, sign and put in the Superintendent’s mailbox.*



1284 Corporate Center Dr, Ste 600  
Saint Paul, MN 55121-1279  
phone: 800.788.4085 651.452.4085  
fax: 651.452.9204  
website: www.readnaturally.com

Quote No: Q204562  
Quote Date: 4/20/2022

PO #  
Bill to: TAYLOR MILL ELEMENTARY SCHOOL  
Amanda Carroll  
5907 TAYLOR MILL RD  
LATONIA, KY 41015

PO #  
Ship to: TAYLOR MILL ELEMENTARY SCHOOL  
Amanda Carroll  
5907 TAYLOR MILL RD  
LATONIA, KY 41015

QUANTITY	ITEM NO.	DESCRIPTION	UNIT PRICE	AMOUNT
100	RL01C	Read Live Licenses Subscription period: 9/7/2022 through 9/7/2023	23.00	2,300.00

SUBTOTAL:	\$2,300.00
SHIPPING:	\$0.00
SALES TAX:	\$0.00
<b>ORDER TOTAL:</b>	<b>\$2,300.00</b>

### ORDER NOTES

#### Read Live Account Information:

Read Live Account ID: 00050477  
Current Main Account Administrator: Amanda Carroll

#### Read Live Account Manager:

Claire Hayes, [clairehayes@readnaturally.com](mailto:clairehayes@readnaturally.com)  
(800) 788-4085 x8715

\*\*\*Next price break: Get 130 Read Live seats for \$2470 (\$19/seat--a 17% savings!)

### ORDER OPTIONS

#### Purchase Order:

- Email: [customerservice@readnaturally.com](mailto:customerservice@readnaturally.com)
- Mail: 1284 Corporate Center Dr. #600  
Saint Paul, MN 55121

#### Credit Card:

- Phone: 800.788.4085 option 2
- Online: [www.readnaturally.com/make-payment](http://www.readnaturally.com/make-payment)  
and follow on-screen prompts



Kenton County School District | It's about ALL kids

**THE KENTON COUNTY BOARD OF EDUCATION**

1055 EATON DRIVE, FORT WRIGHT, KENTUCKY 41017

TELEPHONE: (859) 344-8888 / FAX: (859) 344-1531

WEBSITE: [www.kenton.kyschools.us](http://www.kenton.kyschools.us)

Dr. Henry Webb, Superintendent of Schools

**VENDOR ASSURANCES REGARDING PROTECTION OF  
PERSONAL AND CONFIDENTIAL INFORMATION**

**Data Security and Breach Protocols**

Vendors that receive Personal Information from Kenton County Board of Education (herein referred to as "KCBOE") as defined by and in accordance with Kentucky's Personal Information Security and Breach Investigation Procedures and Practices Act, KRS 61.931, et seq., (the "Act"), shall secure and protect the Personal Information by, without limitation, complying with all requirements applicable to non-affiliated third parties set forth in the Act.

"Personal Information" is defined in accordance with KRS 61.931(6) as "an individual's first name or first initial and last name; personal mark; or unique biometric or genetic print or image, in combination with one (1) or more of the following data elements:

- a) An account number, credit card number, or debit card number that, in combination with any required security code, access code or password, would permit access to an account;
- b) A Social Security number;
- c) A taxpayer identification number that incorporates a Social Security number;
- d) A driver's license number, state identification card number or other individual identification number issued by any agency as defined under the Act;
- e) A passport number or other identification number issued by the United States government; or
- f) Individually Identifiable Information as defined in 45 C.F.R. sec. 160.013 (of the Health Insurance Portability and Accountability Act), except for education records covered by the Family Education Rights and Privacy Act, as amended 20 U.S.C. sec 1232g."

As provided in KRS 61.931(5), a "non-affiliated third party" includes any person or entity that has a contract or agreement with the KCBOE and receives (accesses, collects or maintains) personal information from the KCBOE pursuant to the contract or agreement.

The vendor hereby agrees to cooperate with the KCBOE in complying with the response, mitigation, correction, investigation, and notification requirements of the Act.

The vendor shall notify as soon as possible, but not to exceed seventy-two (72) hours, KCBOE, the Commissioner of the Kentucky State Police, the Kentucky Auditor of Public Accounts, the Commonwealth (Kentucky) Office of Technology, and the Commissioner of the Kentucky Department of Education of a determination of or knowledge of a breach, unless the exception set forth in KRS 61.932(2)(b)(2) applies and the vendor abides by the requirements set forth in that exception. Notification shall be in writing on a form developed by the Commonwealth (Kentucky) Office of Technology.

The vendor hereby agrees to report to the KCBOE, immediately and within twenty-four (24) hours, any known reasonably believed instances of missing data, data that has been inappropriately shared, or data taken off site.

The vendor hereby agrees that the KCBOE may withhold payment(s) owed to the vendor for any violation of the Act's notification requirements.

The vendor hereby agrees to undertake a prompt and reasonable investigation of any security breach as defined under the Act in accordance with KRS 61.933.

Upon conclusion of an investigation of a security breach as defined under the Act as required by KRS 61.933, the vendor hereby agrees to an apportionment of the costs of the notification, investigation, and mitigation of the security breach.

In accordance with KRS 61.932(2)(a), the vendor shall implement, maintain, and update security and breach investigation procedures that are appropriate to the nature of the information disclosed, that are at least as stringent as the security and breach investigation procedures and practices established by the Commonwealth (Kentucky) Office of Technology and that are reasonably designed to protect the Personal Information from unauthorized access, use, modification, disclosure, manipulation, or destruction.

### **Student Data Security**

Pursuant to KRS 365.734, if the vendor is a cloud computing service provider (which is defined pursuant to KRS 365.734(1)(b) as any person or entity other than an educational institution that operates cloud computing services) or, through service to the KCBOE, becomes the equivalent of a cloud computing service provider, the vendor further hereby agrees that:

- The vendor shall not process student data as defined pursuant to KRS 365.734 for any purpose other than providing, improving, developing, or maintaining the integrity of its cloud computing services, unless the vendor receives express permission from the student's parent. The vendor shall work with the KCBOE to determine the best method of collecting parental permission.
- With a written agreement for educational research, the vendor may assist the KCBOE to conduct educational research as permitted by the Family Education Rights and Privacy Act of 1974, as amended, 20 U.S.C. sec. 1232g.
- Pursuant to KRS 365.734, the vendor shall not in any case process student data to advertise or facilitate advertising or to create or correct an individual or household profile for any advertisement purposes.
- Pursuant to KRS 365.734, the vendor shall not sell, disclose, or otherwise process student data for any commercial purpose.
- Pursuant to KRS 365.734, the vendor shall certify in writing to the agency that it will comply with KRS 365.734(2).

### **Family Educational Rights and Privacy Act, National School Lunch Act and Child Nutrition Act**

If during the course of this agreement, the KCBOE discloses to the vendor any data protected by the Family Educational Rights and Privacy Act of 1974 (FERPA), as amended (20 U.S.C. sec. 1232g, *et seq.*), and its regulations, and data protected by the Richard B. Russell National School Lunch Act (NSLA) (42 U.S.C. sec. 1751 *et seq.*), and the Child Nutrition Act of 1966 (CNA) (42 U.S.C. sec. 1771 *et seq.*), the vendor agrees that it is bound by and will comply with the confidentiality, security and redisclosure requirements and restrictions stated in FERPA, NSLA and CNA.

The vendor hereby agrees to report to the KCBOE, immediately and within twenty-four (24) hours, any known reasonably believed instances of missing data, data that has been inappropriately shared, or data taken off site.

The vendor agrees that FERPA-protected information is confidential information. FERPA-protected information includes, but is not limited to the student's name, the name of the student's parent or other family members, the address of the student or student's family, a personal identifier, such as the student's social security number, student number, or biometric record, other indirect identifiers, such as the student's date of birth, place of birth, and mother's maiden name, and other information that, alone or in combination, is linked or linkable to a specific

student that would allow a reasonable person in the school community, who does not have personal knowledge of the relevant circumstances, to identify the student with reasonable certainty.

The vendor understands and acknowledges that any unauthorized disclosure of confidential information is illegal as provided in FERPA and in the implementing federal regulations found in 34 CFR, Part 99. The penalty for unlawful disclosure is a fine of not more than \$250,000 (under 18 U.S.C. sec. 3571) or imprisonment for not more than five years (under 18 U.S.C. sec. 3559), or both.

The vendor understands and acknowledges that children's free and reduced price meal and free milk eligibility information or information from the family's application for eligibility, obtained under provisions of the NSLA or the CNA is confidential information and that any unauthorized disclosure of confidential free and reduced price lunch information or information from an application for this benefit is illegal. The penalty for unlawful disclosure is a fine of not more than \$1,000.00 (under 7 C.F.R. 245.6) or imprisonment for up to one year (under 7 C.F.R. 245.6), or both.

In the event there is a conflict between this agreement and any other agreement between KCBOE and Vendor, the terms of this agreement shall apply.

Read Naturally, Inc.  
Vendor Name

1284 Corporate Center Drive, Suite 600 Saint Paul, MN 55121  
Vendor Address

(800) 788-4085  
Vendor Telephone

support@readnaturally.com  
Vendor Email Address

Robert Lay  
Signature by Vendor's Authorized Representative

Robert Lay  
Print Name

04/25/2022  
Date



**Read Live**

### **Read Live Software Subscription Agreement**

Read Live is an educational program provided by Read Naturally, Inc. ("Read Naturally") that consists of a web-based application and an optional, corresponding iPad App. The use of Read Live is subject to the following terms and conditions (collectively, the "Agreement"). As used in this Agreement, the terms "we," "us," and "our" refer to Read Naturally, and "customer," "you," and "your" refer to anyone that purchases, accesses or uses Read Live (each a "Party" and collectively the "Parties").

**BY USING READ LIVE, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS AGREEMENT. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT, YOU MUST DISCONTINUE USE OF READ LIVE IMMEDIATELY.**

If you have any questions about your obligations under this Agreement, we can be reached by email at [info@readnaturally.com](mailto:info@readnaturally.com) or by phone at 800.788.4085.

#### **I. PROGRAM CONTENTS**

All materials included within Read Live (including, without limitation, text, graphics, logos, button icons, images, videos, audio clips and software) as well as the collection, arrangement and assembly of these materials are the property of Read Naturally, its licensors and service providers, or the parties specifically indicated, and are protected by U.S. and international property and copyright laws. The materials within Read Live may be used solely as provided in this Agreement. Any other use of the materials within Read Live is strictly prohibited. Read Naturally, Read Live and any other Read Naturally graphics, logos and service names are trademarks and service marks of Read Naturally. All other marks contained within Read Live are the sole property of Read Naturally's licensors or of the parties indicated.

#### **II. CUSTOMER DATA**

Read Live collects and stores Customer Data as part of its normal use and operation. "Customer Data" includes any data that Customer loads or enters into the program and all results from processing such data, including compilations and derivative works thereof. Customer Data belongs to the Customer. Customer expressly reserves all rights in the Customer Data, except the limited right of Company to use the Customer Data in operating Read Live features for Customer's benefit.

Additional policies regarding Customer Data privacy and security, as detailed in our Read Live Privacy and Security Policy, are hereby incorporated into this agreement. The Read Live Privacy and Security Policy can be found within Read Live and on the Read Naturally web site.

#### **III. LIMITED LICENSE AND PROGRAM USE**

Customer may subscribe to Read Live by placing an order with Read Naturally or by submitting a request to use the program for a trial period. The order or request will specify the maximum number of students that will have access to the program and the length of the subscription period. Upon acceptance of the order or request by Read Naturally, and subject to the terms of this Agreement, Read Naturally grants

you limited, revocable, nonexclusive, nontransferable access and use of the program for educational, informational, and noncommercial use. You may extend the subscription period and/or add student licenses by submitting additional orders or requests. Additional orders or requests are subject to approval by Read Naturally. You are not entitled to any refund or credit for unused licenses or periods of non-use.

Read Live may only be used by authorized users for lawful purposes. Except as otherwise stated in this Agreement, you may not modify, copy, distribute, transmit, post, display, perform, reproduce, publish, broadcast, license, create derivative works from, transfer, sell, or exploit any reports, data, information, content, or other materials on, generated by or obtained from Read Live.

Use of the optional iPad App may require additional agreements with Apple Inc. These additional agreements, if any, are made between you and Apple Inc., and shall have no impact on this Agreement.

Read Live is protected by the use of user IDs and passwords, and you are required to log in to use the program. You agree not to disclose or share your password with any third party. You are responsible for maintaining the confidentiality of your user ID and password. You shall be responsible for all uses of your account, whether or not authorized by you. You agree to immediately notify Read Naturally of any unauthorized use of your account, username or password.

Read Naturally expressly reserves all rights in Read Live not specifically granted to Customer. It is acknowledged that all right, title and interest in Read Live will remain with Read Naturally (or third party suppliers, if applicable) and that Read Live is licensed on a subscription basis and not "sold" to Customer. Unless specifically agreed in writing, each Party's exclusive ownership rights extend to any update, adaptation, translation, customization or derivative work thereof.

#### IV. TERM AND TERMINATION

The term of this Agreement will begin upon the activation of your Read Live account and will continue until the expiration or termination of all subsequent orders and extensions.

Either Party may, in addition to other relief, suspend or terminate this Agreement if the other Party breaches any material provision hereof and fails within thirty (30) days after receipt of notice of default to correct such default or to commence corrective action reasonably acceptable to the aggrieved Party and proceed with due diligence to completion. Termination shall have no effect on the Parties' rights or obligations as specified in this agreement in regards to data privacy and security protections, warranties, indemnities, limitation of liabilities, payment obligations or any provision which by its nature should survive.

#### V. EXTERNAL CONTENT

Read Naturally may provide, or third parties may provide, links to other web sites or resources that are beyond Read Naturally's control. Read Naturally makes no representations as to the quality, suitability, functionality or legality of any sites to which links may be provided, and you hereby waive any claim you might have against Read Naturally with respect to such sites. **READ NATURALLY IS NOT RESPONSIBLE FOR THE CONTENT ON THE INTERNET OR WEB PAGES THAT ARE CONTAINED OUTSIDE OF READ LIVE.** If you decide to access linked third party web sites, you do so at your own risk.

#### VI. SUPPORT, UPDATES, AND UPGRADES

Read Naturally will provide technical support by phone and email during our normal business hours. If necessary, and subject to normal security procedures, Read Naturally's support staff may access Customer Data in Read Live to diagnose and correct reported problems. Support service does not include any on-site service, preparation of Customer Data, or customization of features needed to function in your specific operating environment. You acknowledge that certain system requirements must be met in order to use Read Live, and that Read Naturally is not responsible for problems that arise from unsupported system configurations.

From time to time, Read Naturally will release updates and upgrades to Read Live. The contents and timing of these releases will be at the sole discretion of Read Naturally. Read Naturally will send advance notification via email when any scheduled release will impact the program's system requirements. It is your responsibility to ensure that your operating environment remains compatible with these system requirements.

#### VII. TRANSFER OF AGREEMENT

Except as expressly stated herein, neither this Agreement, nor any rights or obligations hereunder, may be transferred, assigned, delegated, sublicensed, time-shared, or rented, in whole or in part, by Customer without Read Naturally's prior written consent and any attempt to the contrary shall be void and of no legal effect.

#### VIII. WARRANTIES

Read Naturally represents and warrants to the best of its knowledge and belief that the use of Read Live will not infringe or misappropriate any Intellectual Property Rights. Upon being notified of such a claim, Read Naturally shall at its option: (i) defend through litigation or obtain through negotiation the right of Customer to continue using Read Live; (ii) rework Read Live so as to make it noninfringing while preserving the original functionality, or (iii) replace Read Live with functionally equivalent software. If none of the foregoing alternatives provide an adequate remedy, Customer may terminate this Agreement and recover an equitable partial or full refund of amounts paid for the then current subscription period. Customer represents and warrants that it owns or has all requisite rights to use the Customer Data loaded or entered into Read Live, and to authorize Read Naturally to process Customer Data as contemplated herein, and that such use will not infringe or misappropriate any Intellectual Property Rights.

Read Naturally represents and warrants that during the subscription period it will use best efforts to ensure that Read Live operates substantially in accordance with the applicable Documentation; provided, that (i) Read Live is implemented and operated in accordance with all instructions supplied by Read Naturally; (ii) Customer notifies Read Naturally of any such defect within ten (10) calendar days after the appearance thereof; (iii) Customer has properly used all updates made available with respect to Read Live, and updates recommended by Read Naturally with respect to any third party software products that materially affect the performance of Read Live; (iv) Customer has properly maintained all associated equipment, software and environmental conditions in accordance with applicable specifications and industry standards; (v) Customer has not introduced other equipment or software creating an adverse impact on Read Live; and (vi) Customer has paid all amounts due hereunder and is not in default of any provision of this Agreement.



Read Naturally represents that it shall, prior to making Read Live generally available for use, use commercially available anti-virus software and shall use reasonable efforts to remove viruses capable of being detected with such software.

EXCEPT AS SPECIFICALLY PROVIDED IN THIS SECTION ("WARRANTIES") READ NATURALLY HEREBY DISCLAIMS WITH RESPECT TO ALL SERVICES, SUPPORT OR OTHER DELIVERABLES PROVIDED HEREUNDER, ALL EXPRESS AND IMPLIED WARRANTIES, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, ACCURACY, QUALITY, INTEGRATION OR FITNESS FOR A PARTICULAR PURPOSE. COMPANY DOES NOT WARRANT THAT THE SERVICE WILL OPERATE WITHOUT INTERRUPTION OR ERROR FREE. ANY UNAUTHORIZED CHANGES TO SOURCE CODE TO THE SERVICE WILL VOID THE WARRANTY PROVIDED UNDER THIS SECTION.

#### IX. MUTUAL INDEMNITY

Read Naturally shall defend, indemnify and hold Customer harmless from any claim (including attorney fees) that Read Live violates or infringes any Intellectual Property Rights; provided that Read Naturally is given prompt notice of the claim and sole control over the defense and any settlement thereof (except Read Naturally shall not enter into any settlement prejudicial to Customer without Customer's consent). Read Naturally is not obligated under this Section to the extent any claim arises from Customer's breach of this Agreement.

Customer shall defend, indemnify and hold Read Naturally harmless from any claim (including attorney fees) that Customer Data or Customer's use of Read Live harms any person, violates any law or infringes any Intellectual Property Rights; provided that Customer is given prompt notice of the claim and sole control over the defense and any settlement of any third party claim (except Customer shall not enter into any settlement prejudicial to Read Naturally without Read Naturally's consent). Customer is not obligated under this Section to the extent any claim arises from Read Naturally's breach of this Agreement.

#### X. CHOICE OF LAW

This Agreement may be interpreted in accordance with the common laws of the State of Kentucky & Kenton County and with the substantive laws of the United States.

#### XI. ARBITRATION

Any dispute or claim arising from or relating to this Agreement (or breach thereof) that cannot be resolved promptly by the parties shall be resolved by arbitration in accordance with the rules, then obtaining, of the American Arbitration Association. It is understood that neither this Agreement nor the Rules of the American Arbitration Association shall confer jurisdiction on any courts of the individual States or of the United States. It is further understood that arbitration as set forth in this paragraph is the exclusive remedy for any dispute or claim related to this Agreement.

#### XII. LIMITED REMEDIES AND LIABILITIES

Except for indemnified claims as defined by this Agreement or rights or indemnities expressly stated under other provisions hereof, Customer's sole and exclusive remedies for Read Naturally's default hereunder shall be (a) to obtain the repair, replacement or correction of the defective program or

service to the extent, if any, warranted by this Agreement or, (b) If Company reasonably determines that such remedy is not economically or technically feasible, to obtain an equitable partial or full refund of amounts paid with respect to the defective program or service. It is agreed that these remedies shall be exclusive even if they fall of their essential purpose.

EXCEPT FOR INDEMNITIES EXPRESSLY PROVIDED BY THIS AGREEMENT, NEITHER PARTY IS LIABLE FOR DIRECT DAMAGES EXCEEDING ONE (1) YEAR'S SUBSCRIPTION FEES, NOR FOR ANY CLAIM, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, FOR ANY INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES (INCLUDING LOST SAVINGS, LOST PROFIT OR BUSINESS INTERRUPTION EVEN IF NOTIFIED IN ADVANCE OF SUCH POSSIBILITY) ARISING OUT OF OR PERTAINING TO THIS AGREEMENT. THIS LIMITATION IS INDEPENDENT OF REMEDY LIMITS.

### XIII. NOTICE OF COPYRIGHT INFRINGEMENT

If you have a claim of copyright infringement, you must send proper written notification to the following Designated Agent:

Read Naturally, Inc.  
Attn: Chief Financial Officer  
1284 Corporate Center Drive, Suite 600  
St. Paul, MN 55121

Read Naturally has no obligation to respond to any notification that does not comply with the notification requirements under the United States Copyright Act, including the notification requirements of the Digital Millennium Copyright Act (DMCA).

### XIV. DOCUMENT UPDATES

Read Naturally reserves the right to revise, amend or modify the terms of this Agreement at any time and in any manner at its sole discretion. Please check these terms periodically for changes. Notice of any revision, amendment or modification of the terms will be posted in this section of the Site, and any such revisions, amendment, or modifications will be effective upon the posting of such notice. In addition, we may elect to notify you in other manners, at our sole discretion. Continued use of the Read Live by you constitutes your binding acceptance of such revisions, amendments, and modifications. You can view the current version of these terms within Read Live and on the Read Naturally web site.

### XV. MISCELLANEOUS

This Agreement constitutes the entire agreement, and supersedes the provisions of any other agreements or understandings (oral or written), between the parties with respect to your use of Read Live. You shall comply with all laws and regulations applicable to your access and use of Read Live. Any provision hereof found by a tribunal of competent jurisdiction to be illegal or unenforceable shall be automatically conformed to the minimum requirements of law and all other provisions shall remain in full force and effect. Read Naturally's waiver of any provision hereof in one instance shall not preclude enforcement thereof on future occasions. Read Naturally shall be excused for any failure to perform to the extent that its performance is prevented by any reason outside of its reasonable control. Read Naturally may change, remove, or require registration or payment to continue use of any aspect of Read Live at any time without further notice to you.



# Read Live

## Read Live Privacy and Security Policy

Read Live is an educational program provided by Read Naturally, Inc. ("Read Naturally", "our", "we" or "us") that consists of a web-based application and an optional, corresponding iPad App. Read Naturally considers the privacy of all users, and especially the security and confidentiality of student data, to be extremely important.

Several federal and state laws govern measures to secure and protect student data. To help you comply with these laws, Read Naturally has adopted certain practices, and requires that persons using Read Live fulfill certain responsibilities, to safeguard student data. This Policy describes the practices we employ to secure and protect this data.

By using Read Live, you consent to these practices and agree to satisfy the responsibilities described below. If you have any questions about this Policy, we can be reached via email at [info@readnaturally.com](mailto:info@readnaturally.com) or by phone at 800.788.4085.

### DATA COLLECTED

Our customers (whether educational institutions or individuals, hereinafter referred to as "Customer", "they" or "you", or collectively as "Customers") primarily determine what information they choose to enter into our Read Live program (hereinafter the "Program") regarding their students ("Student(s)"). Persons authorized by and given access to the Program by Customer, including administrators and educators (hereinafter referred to collectively as "Staff Members") can also enter information into the Program. The Program collects information that is entered into the Program by its Customers, Staff Members and Students and uses it to support Student learning and to enable us, our Customers, and their Staff Members to efficiently administer the Program. Customers are required to obtain any and all legally required consents and authorizations from a Student (and/or their parent/guardian, as may be required for a Student under age 18) prior to their providing access to the Program.

**Student data:** The Program collects information about Students who use the Program as provided by the Customer and/or Staff Members who enroll the Students into the Program, including but not limited to name, grade, school, and scores and other results from working in the Program. The Student record may also contain the name, telephone number, and email address of the Student's parent or guardian.

**Staff Member data:** The Program collects information about Customers, including but not limited to the name, telephone number and email address of Customers and their Staff Members. Customers and Staff Members can correct or update their information using the "My Profile" link within the Program.

The Program collects non-personally identifiable information for the purposes of evaluating, monitoring, and improving the Program's functionality and performance. This information includes but is not limited to a user's IP address, domain information, and "cookie" information. A cookie is a piece of data stored on the user's hard drive containing information about the user. The Program uses cookie information to help provide an enhanced functional system experience for Program users. If a user rejects the cookie, the user may still access the Program.

### DATA ENTRY AND DATA QUALITY

Read Naturally operates in compliance with the Children's Online Privacy Protection Act ("COPPA"). Customers determine which of their Students will be enrolled to access and use the Program, and Customers determine what information about those Students they will provide to us or input into the Program. For Students under the age of 13, Customers are required to obtain any necessary or legally required parental/guardian consents before

allowing Students to access or use our Program. Even then, other than with respect to voice recordings made by Students who might be under 13 years of age, we do not knowingly collect or use personal information from anyone under 13 years of age.

Customers and Staff Members determine and control what Student or Staff Member data is entered into the Program. Student data entered into the Program should be limited to information that is relevant to the legitimate educational purpose of improving Student performance. Customers and Staff Members should not enter data about Students that is not relevant to this legitimate educational purpose.

Because Customers and Staff Members enter the Student and Staff Member data stored in the Program, they also control its accuracy. If you discover that data in the Program is inaccurate or requires change, you are responsible for correcting the information in your account.

Customers and Staff Members may delete Student and Staff Member data from the Program. Deleting a Student removes all data pertaining to that Student, including personal data and scores. Upon deletion, Read Naturally is challenged to further access the data, and Read Naturally is not responsible to recover the data.

To the extent that a Customer needs assistance in reviewing, accessing or correcting any Student data, the Customer shall submit all requests for such assistance to Read Naturally by email at [customerservice@readnaturally.com](mailto:customerservice@readnaturally.com).

Students of educational institution Customers may retain possession and control of their Student data by notifying their educational institution in writing of such request and such Customer shall in turn provide a written request to Read Naturally to transfer the appropriate Student data to a personal Program account, to be accessed and controlled by the Student. Read Naturally will complete such requests within five (5) business days of receipt. Standard subscription fees will apply to the personal Program account.

#### OWNERSHIP AND USE

Read Naturally does not own, nor does it control, the Student data entered into the Program. Student data will be used by Read Naturally and its authorized contractors for the sole purpose of providing the Program and any contracted services, unless otherwise specifically identified in this Policy. Read Naturally will not disclose, sell, rent or otherwise use this data in any manner other than as described in this Policy. Read Naturally will not use data entered into the Program to market products or services directly to Students.

Read Naturally may use de-identified Student information and data in research, research and efficacy studies, product development, and marketing. This non-personally identifiable data may be shared with third parties.

In the event that Read Naturally wishes to release aggregated data that identifies a Customer by name, Read Naturally will enter into a separate agreement with the applicable Customer to authorize its release and publication.

From time to time, Read Naturally sends out informational communications about the Program, relying on the Staff Member and/or Customer data it has collected. These communications include but are not limited to announcements of new releases, new functionality, notifications that the Program will be unavailable due to maintenance, and information on efficiently using the Program. These communications are sent to Staff Members and Customers only, not to Students.

#### DISCLOSURE AND STORAGE

Read Naturally will only disclose Student data to Customers or authorized representatives of our Customers and will not knowingly disclose the Student data to any third person without express written (email is acceptable) authorization unless we are permitted otherwise to do so elsewhere in this Policy. You may not disclose or otherwise use the Student data entered into the Program for any unauthorized purposes or purposes contrary to applicable law. A Customer may from time to time request that Read Naturally provide Student data to third

parties of its choosing. We will do so only after the Customer has first executed our Data Sharing Request Consent Agreement.

Read Naturally will not keep Student data after our Customer instructs us in writing to destroy it. If a reasonable amount of time passes after a Customer's Program subscription lapses, Read Naturally may, at its discretion, destroy the Student data for the lapsed account, even without a specific request from the Customer to do so.

In the unlikely event of the unauthorized disclosure of personally identifiable Student data, Read Naturally will notify the Customer of the breach. Read Naturally does not have sufficient contact information to identify and notify other affected parties. Therefore, Read Naturally and the Customer must work together in good faith to identify and notify the appropriate affected parties.

#### SECURITY SAFEGUARDS

Read Naturally employs certain practices and safeguards to help educational institutions meet the requirements of the Family Educational Rights and Privacy Act ("FERPA").

We are committed to protecting Student data against unauthorized access, use, modification, destruction, or disclosure. Protecting Student data requires efforts from us and from you. We will implement reasonable safeguards when collecting Student data and when storing that Student data in the Program and you will observe our security safeguards and exercise reasonable caution when accessing and using the Program.

Specific institutional and technological security safeguards include:

1. Read Naturally will only authorize access to the information and data included in the Program to its trained employees and contractors who are necessary to provide service to Customers and/or to support the operation or development of the Program.
2. Customers should only allow authorized Staff Members to access the Customer's data, including Student data. The use of Staff Member Roles within the Program allow the Customer to designate specific levels of access to Student data.
3. Each authorized user is given a unique user ID and password. You must safeguard your username and password, and not permit any unauthorized access to Student data entered or kept in the Program.
4. Upon written request by a Customer, Read Naturally will destroy any Student data for that Customer's Student(s).
5. Read Naturally uses industry standard server and network hardware and software to support that data is protected from unauthorized access or disclosure.
6. Student users do not have access to links to external websites once they log into the Program. However, Staff Members may find links to web sites owned and operated by other organizations. Please note that when you click on one of these links, you are moving to another web site. While we reviewed the linked sites at the time of the posting of the link, and only provide a link if we believe the content of a site might be of interest to Program users, the content of those linked sites is the responsibility of the organization actually owning and/or operating the site. Read Naturally is not responsible for the content of any linked site. We encourage you to read the privacy statements of any linked site as its privacy policy may differ from Read Naturally's policy.

#### DOCUMENT UPDATES

Read Naturally reserves the right to revise this Policy at any time. When Read Naturally modifies this Policy, the updated Policy will be posted by Read Naturally within the Program and on the Read Naturally website.