

Evan-Moor

California Consumer Privacy Notice

Please review the terms of the privacy notice set forth below carefully. This privacy notice was updated January 1, 2023.

1. Our Commitment to Your Privacy

At Evan-Moor Educational Publishers, your privacy and the protection of your personal and financial information is our priority. Evan-Moor complies with the California Consumer Privacy Act of 2018 (“CCPA”) and the California Privacy Rights Act (“CPRA”), which create consumer rights for individuals who are California residents relating to the access to, deletion of, and sharing of personal information that is collected by businesses.

2. California Consumer Privacy Act/California Privacy Rights Act

The California Consumer Privacy Act of 2018 (“CCPA”) and the California Privacy Rights Act (“CPRA”) set forth specific obligations for businesses processing personal information of California residents. Pursuant to the CCPA and the CPRA, Evan-Moor is required to provide consumers who are California residents a notice that identifies the categories of personal information that may be collected, and why Evan-Moor collects that information.

This California Consumer Privacy Notice (“Notice”) is intended to notify you of our privacy practices as required by the CCPA and the CPRA.

This Notice applies only to individuals residing in the State of California who are considered consumers from whom we collect “Personal Information” as set forth in this Notice.

3. What Personal Information Does Evan-Moor Collect about California Consumers?

You may be asked to provide personal information in a variety of ways including at checkout or when signing up for our newsletters, by email, over the phone, on our website, on your mobile device, in physical locations, and in person. Listed below are the categories of personal information that Evan-Moor has or may have collected and processed about you in the twelve (12) months preceding January 1, 2023.

Identifiers:

- Name
- Alias
- Signature
- Postal address
- Unique personal identifiers

- Email address
- Telephone number
- Other information that identifies, relates to, describes, or is capable of being associated with, a particular individual.

A “unique personal identifier” is a persistent identifier that can be used to recognize a consumer, or a device that is linked to a consumer, over time and across different services, including, but not limited to, a device identifier, an Internet Protocol address, cookies, beacons, pixel tags, or similar technology; unique pseudonym or user aliases; telephone numbers; or other forms of persistent identifiers.

Internet or Other Electronic Network Activity Information:

- Browsing history
- Search history
- Information regarding interaction with an internet website, application, or advertisement
- Geolocation data related to use of an internet website, application, or physical access to an Evan-Moor office location.

Professional or Employment-Related Information:

- Work history
- Professional memberships
- Internal and external contact information.

Education Information:

- Institutions attended
- Education records
- Degrees
- Certifications.

Inferences:

- Information drawn from any of the personal information categories referenced above to create a profile about a consumer.

4. Sensitive Personal Information

You may also supply us with, or we may receive, the following sensitive personal information:

- Financial, account, or billing information, including tax identification number, social security number, or credit/debit card information
- Responses to particular questions (e.g., the name of your school)
- Username and password
- Internet Protocol (IP) address
- Date of birth
- Place of birth

5. Methods of Collecting Your Personal Information and Sensitive Personal Information

- We may collect information directly from you from, for example, forms you complete on our website or in person, emails you send, information provided by phone.
- We may collect information indirectly from you by, for example, observing your actions on the Evan-Moor website.
- We may collect information from third parties, from our website, or through the use of Cookies.

6. To Whom Does Evan-Moor Sell Your Personal Information and Sensitive Personal Information?

- Evan-Moor does not sell your personal information or your sensitive personal information.

7. With Whom Does Evan-Moor Share Your Personal Information and Sensitive Personal Information?

For the purposes set forth below at section 8, Evan-Moor shares your personal information only as needed with the following:

- Enterprise resource planning (ERP) system
- Outside freight companies for delivery purposes
- Outside courier services for delivery purposes
- Government entities when required by law

8. Purposes for Collecting Your Personal Information and Sensitive Personal Information

Evan-Moor collects the personal information and sensitive personal information identified in Sections 3 and 4, above, for the following reasons:

- To secure and protect your identity as you navigate our website.
- To meet the purpose for which you provided the information.
- To provide the services and customer support you request.
- To contact you to respond to your inquiries.

- To process transactions and send confirmations about your transactions.
- To send you targeted marketing and promotional offers based on your communication preferences.
- To maintain your information including, but not limited to, customizing and securing your information or account with Evan-Moor.
- To support and develop Evan-Moor's website.
- To investigate and address your concerns, and to monitor and improve our responses.
- To maintain security on the Evan-Moor website including hosting and maintenance of computer systems and infrastructure; managing Evan-Moor's software and hardware computer assets; systems testing; training; and monitoring email and internet access.
- To comply with applicable law or regulatory requirements such as legal (state and federal) and internal company reporting obligations and record retention requirements.

9. How Evan-Moor Protects Your Personal Information and Sensitive Personal Information.

Evan-Moor processes and protects your personal information and sensitive personal information by maintaining electronic, physical, and procedural safeguards. We use computer safeguards such as data encryption; we enforce physical access controls to our buildings and files; and we authorize access to your personal information and sensitive personal information only for those employees who require it to fulfill their job responsibilities.

10. Your Rights Regarding the Personal Information and Sensitive Personal Information

- **Right of Access:** You have the right to access personal and/or sensitive personal information which Evan-Moor may collect or retain about you. If requested, we shall provide you with a copy of the personal information or sensitive personal information which we collect as permitted by the CCPA/CPRA.
- **Right to Know:** You have the right to request that we disclose the following about your personal information and/or sensitive personal information:
 - The specific personal information or sensitive personal information we may collect
 - The categories of personal information or sensitive personal information we may collect;
 - The categories of sources from which we may collect your personal information or sensitive personal information;
 - The business purpose(s) for collecting or sharing your personal information or sensitive personal information;
 - The categories of personal information or sensitive personal information we may disclose for business purposes;

- The categories of third parties with whom we may share your personal information or sensitive personal information.
- **Sale of Personal Information or Sensitive Personal Information:** Evan-Moor does not sell personal information or sensitive personal information within the meaning of the CCPA/CPRA.
- **Sharing/Disclosure of Sensitive Personal Information.** You have the right to limit how your sensitive personal information is disclosed or shared with third parties, as defined in the CCPA/CPRA unless otherwise provided by law.
- **Right to Deletion.** In certain circumstances, you have the right to request the erasure of your personal information or sensitive personal information. Upon verifying the validity of a deletion request, we will delete your personal information or sensitive personal information from our records, and instruct any service providers or third parties to delete your information, when applicable. The right to deletion does not extend to personal information and sensitive personal information that Evan-Moor is legally required to maintain.
- **Right to Correct/Right to Rectification.** In certain circumstances, you have the right to request correction of any inaccurate personal information or sensitive personal information. Upon verifying the validity of a verifiable consumer correction request, we will use commercially reasonable efforts to correct your personal information or sensitive personal information as directed, taking into account the nature of the personal information or sensitive personal information and the purposes of maintaining your personal information or sensitive personal information.
- Please note that the above rights are not absolute, and we may be entitled to refuse requests, wholly or partly, where exceptions under applicable law apply.
- The above requests may be made by calling 1-800-777-4362 or emailing abuse@evan-moor.com.

11. Non-Discrimination

If you are a California resident, you can exercise any of your rights as described in this Notice and under applicable privacy laws by using the contact information provided in this Notice. We will not discriminate against you for exercising such rights.

12. Verifying Requests.

When you make a request to us, we will require your name, e-mail, phone number, and address. We will attempt to match our records based on that information. Where we have

reasonable doubts concerning the identity of the person making the request, we may request additional information necessary to confirm their identity.

13. Timelines for Responding to Requests

No later than ten (10) days after receiving a request set forth in section 10, herein, Evan-Moor will confirm receipt of the request and provide information about how it will process the request. Evan-Moor will respond to requests no later than 45 calendar days after receiving the request. If additional time is needed to respond, we will provide notice and an explanation and will request up to an additional 45 calendar days to respond. If we are unable to verify the individual making the request, Evan-Moor may deny the request.

14. Updates

This Notice will be updated at least once every twelve (12) months to reflect changes in Evan-Moor's business, legal, or regulatory obligations. Please check this Notice periodically for changes. Evan-Moor will not collect additional categories of your personal information or sensitive personal information, or use your personal information or sensitive personal information already collected for additional purposes without providing you with a notice of our intent to do so.

15. Retention Policy

Evan-Moor retains your personal information and sensitive personal information for a reasonably necessary period of time. When state or federal law specify record retention requirements for certain records, Evan-Moor complies with those laws.

16. Use of Cookies and Online Behavior

In some portions of the website, so-called "cookies" are used in order for us to improve the efficiency of your individual use of the website and to enhance your browsing experience. Cookies are identifiers that our server may send to your computer in order to identify the computer being used for the duration of the session. Most browsers are set up to accept these cookies automatically. In addition, you can deactivate the storing of cookies or adjust your browser to inform you before the cookie is stored on your computer. If you disable cookies, some features may be disabled, and some of our services may not function properly. We may also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

In order to track web site usage, we use Google Analytics, which does not allow the collection of personal identifiable information. For information on Google Analytics, [click here](#). You can opt out of making your site activity available to Google Analytics by installing the [Google Analytics opt-out browser add-on](#).

17. Student Privacy Pledge

Evan-Moor signed the Student Privacy Pledge, sponsored by the Software & Information Industry Association (SIIA) and the Future of Privacy Forum. The Pledge safeguards student privacy built around a dozen commitments regarding the collection, maintenance, and use of student personal information. Learn more [here](#).

18. COPPA (Children’s Online Privacy Protection Act)

In light of the importance of protecting children’s privacy, we do not collect, process, or use on the website any information relating to an individual whom we know to be under 13 years of age. Further, the website is directed to people who are at least 13 years of age or older. As such, we are in compliance with the requirements of COPPA.

Questions

If you have questions regarding this Notice or about your rights regarding your Personal Information or Sensitive Personal Information, or if you have concerns about the safety or possible misuse of your Personal Information or Sensitive Personal Information, please contact us by email at abuse@evan-moor.com.