

## **Our Promise of Privacy**

Sylvan Learning, Inc. ("Sylvan") is committed to protecting the privacy of our students and their families, and we treat any information you share with discretion, care and respect. This notice describes Sylvan's privacy policy for information we may collect from individuals both online (on our website (the "Site")) and offline (such as by mail or telephone). By submitting personal information to us or using our Site, you signify your acceptance of this privacy policy. Please do not submit any personal information to us if you object to these terms.

### **What types of personal and non-personal information do we gather online and offline?**

We gather personally identifiable information when you contact Sylvan by mail, phone, e-mail; visit our Site; or fill out requests for information through our advertisements and promotions; and subscribe to newsletters. We collect only personal information that you provide to us such as: name, address, phone number, e-mail address, responses to specific questions (e.g., reasons for visiting our Site, interest in math and math test preparation services, the age of a child that requires a math program, and for orders, shipping and billing information (i.e., credit card number and expiration date). We may also record the types of product information you have requested on the Site.

Like most Web sites, we may also add to the above personally identifiable information a variety of technical data, including (but not limited to) your IP address (a unique number that identifies your access account on the Internet), domain, and Web browser information. We may track the page you visited before coming to our Site, the page you link to when you leave, which of our pages you access, and how long you spend on each page.

### **What about Children's Privacy?**

Children's privacy is important to Sylvan. We are committed to safeguarding children's personal information collected online, and to helping parents and their children learn how to exercise control over personal information while exploring the Internet. We collect limited personal information from children. We do not ask children to disclose more personal information than is necessary for them to fully participate in the academic programs offered through our Site. To enable children to participate in our online activities, we may ask them to provide us with their name and other information, such as school and grade in addition to the email address of their parent or guardian.

### **How do we use the personal information that we gather?**

We use personally identifiable information for billing purposes, to respond to consumers' requests, to provide consumers with special offers, and to notify consumers of new product launches. We also use personally identifiable information to personalize your experience on our Site, to customize our programs, to recommend products that are best suited to a particular child's educational needs, and to allow us to better understand how Sylvan may serve your needs.

### **How is non-personally identifiable data used?**

We use non-personally identifiable data for internal business and marketing purposes, and share such data with third parties, including current or potential business partners. For example, we occasionally use information about what banners or links have brought you to our Site to measure online advertising effectiveness and to determine payment to our online advertising partners.

### **What about cookies and gifs?**

We receive and store certain types of information automatically through the use of "cookies"

and 1-pixel gifs. Cookies are files that your Web browser places on your computer's hard drive. 1-pixel gifs are tags that reside on certain pages of our Site. We use cookies and gifs to track your experience with this Site, to keep track of items you put into your shopping cart, to tell us whether you have visited this Site previously, and to help us determine if you came from a particular link or banner advertisement. You may set your browser to reject cookies, but this may limit some functionality of the Site.

We do not use cookies or gifs to retrieve personal information about you from your computer.

Please note that our business partners may also place cookies or 1-pixel gifs on our Site in order to track orders and revenue generated through referral programs. This information is not personally identifiable.

### **Do we disclose your personally identifiable information to third parties?**

From time to time, we may provide your name, address and telephone number and your e-mail address to independent Sylvan licensees. If you do not want us to disclose this information to these companies, please write to us at: Sylvan, 1001 Fleet Street, Baltimore Maryland 21202, attention Debra Markwitz, or e-mail us at [smoptout@sylvanlearning.com](mailto:smoptout@sylvanlearning.com) with your full name in the subject line. Please be sure to include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request. We will process your request promptly. Please be aware that you may receive another contact before your name removal takes effect. We regret any inconvenience this may cause.

We may also provide personally-identifiable information to our affiliated companies or to third parties that we use for our own business purposes, such as to process your order or request for information, or to provide services for us.

Notwithstanding anything else in this policy, we may: (a) disclose personal and aggregate information when required by a valid legal mechanism such as a search warrant, subpoena, or court, governmental or administrative order, or when we deem it necessary to protect the integrity of our Site or the safety of Site users, our employees or property; and (b) disclose personal information in the context of the sale of some or all of our assets or other transfer of our business. In such event, we may retain a copy of the transferred information.

### **How secure is the credit card information I enter online?**

We protect the security of the credit card information you provide online by using Secure Sockets Layer (SSL) software, which encrypts information you input into our shopping cart during transmission to our servers and is stored in secure locations. We reveal only the last four digits of your credit card number when confirming an order placed online. Of course, we do transmit the entire credit card number to the appropriate credit card company during order processing. Please understand that no security system is impenetrable. We cannot guaranty the security of the Site or of any information that is transmitted to us over the Internet.

### **How are e-mail links treated?**

We use e-mail links located on the "Contact Us" page to allow you to contact us directly with any questions or comments you may have. We read every message sent in and try to reply promptly to each one. This information is used to respond directly to your questions or comments. We may also file your comments to improve the website and learning programs, or review and discard the information.

### **Can I opt out of receiving communications from Sylvan?**

Yes. We will process your request promptly. Please be aware that you may receive another contact before your name removal takes effect. We regret any inconvenience this may cause. This website gives you the following options:

If you do not wish to receive direct mail communications, send an e-mail to [smpoptout@sylvanlearning.com](mailto:smpoptout@sylvanlearning.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive e-mail communications, send an e-mail to [smpoptout@sylvanlearning.com](mailto:smpoptout@sylvanlearning.com) with the word UNSUBSCRIBE in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive telephone communications, send an e-mail to [smpoptout@sylvanlearning.com](mailto:smpoptout@sylvanlearning.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you do not wish to receive any communications, send an e-mail to [smpoptout@sylvanlearning.com](mailto:smpoptout@sylvanlearning.com) with your full name in the subject line. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request.

If you prefer, you can send us a letter at the following address. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your request:

Sylvan  
1001 Fleet Street  
Baltimore, Maryland 21202  
Attn: Debra Markwitz

### **Notice to California Residents about Your California Privacy Rights**

In addition to other rights described in this Privacy Policy, if you are a California resident and a Sylvan customer, you have the right to request information from Sylvan regarding the manner in which Sylvan shares certain categories of your personal information with third-parties, for the third parties' direct marketing purposes. California law provides that you have the right to submit a request to Sylvan at its designated address and receive the following information within thirty (30) days of our receipt of the request: (1) the categories of personal information disclosed to third parties during the immediately preceding calendar year, (2) the names and addresses of third parties that received the personal information during the preceding calendar year, and (3) if the nature of a third party's business cannot be reasonably determined from the third party's name, examples of their products or services. You are entitled to receive a copy of this information in a standardized format, and the information will not be specific to you individually. All requests for such information must be in writing and sent to Sylvan's designated address: Sylvan, 1001 Fleet Street, Baltimore, Maryland 21202, Attention: Debra Markwitz.

### **What about links to other websites?**

This Site may contain links to other Web sites controlled by third parties. Sylvan is not responsible for the privacy practices or the content of such Web sites. Additionally the existence of any external link does not suggest that we endorse the linked company or its products or services. We recommend that you read the privacy policies of each Web site that you visit.

### **How can I modify my personal information?**

This Site gives users the following options for changing and modifying information previously provided: Send us a letter at the following address. Please include your first name, last name, address, city, state, zip code, and phone number to ensure we can process your

request.

Sylvan  
1001 Fleet Street  
Baltimore, Maryland 21202  
Attn: Debra Markwitz

**Will this policy change?**

If at some future time there is a material change to our information usage practices that affect your personally identifiable information, we will notify you of the relevant changes on this Site. If you are concerned about how your information is used, please check the Site periodically to review our current privacy policy.

**How do I contact the Web Site?**

If you have any questions about this privacy statement, the practices of this Site, or your dealings with this Site, including if you would like to review any personally identifiable information that we have collected online from your child, have this information deleted, and/or request that there be no further collection or use of your child's information, please contact us at the following e-mail address:

[smpquestions@sylvanlearning.com](mailto:smpquestions@sylvanlearning.com)