

EduGlean Privacy Policy

Updated: July 21, 2024

Data Controller/ Data Protection Officer:

EduGlean

Address: 251 Haven Ln, Cookeville, TN 38506 USA

Email: legal@eduglean.com

EU Representative:

EduGlean Europe Services SL

Address: Portal del Ángel, número 40, plantas 4ª, 5ª y 6ª,

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Email: legal@eduglean.com

UK Representative:

Thomas Hayes

Hayes Associates Limited

2 Litcham Close, Manchester, M1 7FN

Email: thayes@hayesltd.com

EduGlean is committed to protecting your personal data. This Privacy Policy is written in clear and plain language to ensure you understand our privacy commitments. We provide this document to explain when, where, and why we process your personal data, how we use it, the conditions under which we may disclose it to others, your rights in respect of your personal data, and how we keep it secure.

GENERAL

Access to the EduGlean Platform (including the Website, related software, and EduGlean mobile device application) is available with or without the necessity to register an account. You may access our Website without registration. To use the EduGlean mobile device application,

you need to register an account first. Limited use of the Services is possible without providing personal details (e.g., browsing the Website, checking how EduGlean works, looking through the list of courses, reading the EduGlean Blog, etc.). However, whenever you access the Website, we collect log information and put cookies on your device, which track your activity on the Website. You can opt out of cookies except for those necessary for the Website's functionality.

When you are a registered user, EduGlean may collect and process cookie identifiers and the data you provide upon registration, including your first name, last name, email, phone number, time zone, interface language, IP address, and device type. If you are a tutor, we may also collect and process other data provided by you, including zip code, gender, year of birth, city of residence, and educational experience. Registered users may additionally provide profile pictures and chosen currency to perform actions pursuant to our Refund and Payments Policy.

We may change this Privacy Policy from time to time, so please check this page to ensure you are happy with any changes. We will post those changes on this page and update the Privacy Policy modification date at the top of this page. Additional notifications on any amendments will be sent to your email. We may also experiment with different features of the EduGlean Platform, affecting the scope, purposes, or other details of the processing of personal data. In such cases, we will provide prior notification and, if necessary, obtain your consent.

Any questions regarding this Policy and our services should be sent to legal@eduglean.com.

1. What Is Personal Data and the Processing of Personal Data? Main Definitions

Personal data is any information relating to you that alone or in combination with other pieces of information allows a person that collects and processes such information to identify you as an individual. Processing of personal data means any operation with your personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction. Data subject is any identified or identifiable natural person whose personal data is processed by the controller responsible for the processing; this means you as a user of EduGlean. Consent of the data subject/user is any freely given, specific, informed, and unambiguous indication of the data subject/user's wishes by which he or she, by a statement or by clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. EduGlean's Lawful Bases for Processing

EduGlean processes your personal data only when we have lawful bases. Specifically, EduGlean processes your personal data if:

- Processing is based on the consent you have given. For example, our newsletters, collection, analysis, and publication of user feedback and reviews, analysis of video lessons, your participation in our events and webinars, placement of different types of cookies, and posting of sweepstakes winners is based on your consent.
- Processing is necessary to provide our services to you according to our Terms of Service, which constitute a contract between you and us regarding EduGlean's information services; in particular, this concerns enhancing the learning experience for tutors and students by providing AI-powered personalized recommendations, improved lesson planning, and interactive learning tools.
- Processing is based on the explicit consent you have given to us and our online verification provider to process your biometric information for tutor identity verification and fraud identification.
- Processing is necessary for our legitimate interests, which may include but are not limited to compliance with applicable financial and accounting legislation, assessment of EduGlean's business efficiency, promotion of EduGlean through social media networks, performance of contracts with EduGlean Business customers, user session control and fraud prevention, tutor verification, and development of high-quality learning programs with tutors.
- Where necessary, compliance with applicable legislation (e.g., data subject request processing).
- In exceptional cases, to protect your vital interests or those of another natural person, or for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

In all cases, we will notify you about the applied legal basis for processing and other relevant details before we start processing your personal data on a specific legal basis unless we are not able to do so in accordance with our obligations under any applicable legislation.

3. Data We Collect: Scope

EduGlean collects from you only the following information and only for the stated purposes:

(1) Account for Students

EduGlean collects and processes personal data submitted by you upon registration and further editing of settings in your account. For registration purposes, you submit your login credentials (username and password), first name, last name, and email. You may also edit your account anytime with additional information and sync your Google and EduGlean Calendars. This additional information may help you find a suitable time slot with a tutor or have more visibility of your schedule. However, you are not required to provide additional information not specifically necessary for registration.

(2) Account for Tutors

EduGlean collects and processes personal data submitted by you upon registration and further editing of your profile. For registration purposes, you submit your login credentials (username and password), first name, last name, and email. We require you to provide proof of your qualifications, such as copies of your diplomas and/or certificates. You may also edit your profile anytime with additional information and sync your Google and EduGlean Calendars. This additional information may help you find a suitable time slot with a student or have more visibility of your schedule. However, you are not strictly required to provide additional information not specifically necessary for registration.

Some personal data, such as users' names and location, listed in your user profiles or derived from IP addresses, may be publicly visible to other users on the Services or to the web. We may implement a feature that permits you to choose what information is made public by changing your privacy settings in "Edit My Profile" within the Service.

(3) Subscription to the EduGlean Blog

You may decide to subscribe to the EduGlean Blog to receive newsletters and updates. For this, we require you to give us your email.

(4) Posting of Information

We process personal data you freely submit to EduGlean, such as surveys, online forms, questions, comments in the Q&A section, or feedback.

EduGlean may also process information provided by you (including content and messages) that you post on/through the EduGlean Platform. By doing so, you acknowledge that any information you share through the Services will be available to EduGlean and other users. Some content cannot be deleted from the Service as it may be connected to Lessons created by you and used by other users.

From our side, we retain this information as necessary to resolve disputes, provide customer support, and troubleshoot problems as permitted by law. We reserve the right to terminate accounts of users who use these services inconsistently with the Terms of Service.

(5) Service Use, Cookies, and Other Similar Technologies

When you use our Services, we monitor and analyze web traffic and keep track of your behavior. Please refer to our Cookie Policy for further details on our use of cookies and similar technologies.

(6) Billing Information

We process the details of transactions you carry out through the EduGlean Platform (such as ID, date and time of transaction).

(7) EduGlean Business

We may collect your name, email, company name, and phone number to provide more information regarding EduGlean Business Services.

(8) Sensitive Data

Unless you expressly agree, EduGlean does not process your sensitive data.

(9) Pages on Social Networks

We maintain EduGlean's official pages on social networks like Facebook, TikTok, Instagram, and LinkedIn. When you interact with EduGlean's official pages, we can analyze this data to measure our efficiency and conduct an analysis of our social media marketing campaigns in our legitimate interests.

(10) Tutors Community (for Tutors Only)

We maintain a Tutors Community accessible through our Website via Single-Sign-On (SSO). We collect and process your interaction data and usage data within the Tutors Community.

(11) Tutors Academy (for Tutors Only)

By registering as a tutor, you can access our Tutors Academy and take various courses. We will collect and process your activity data and your comments, reviews, and survey results to optimize and improve our courses.

(12) Information Required for Sub

mitting Tax Documentation

To comply with applicable tax and accounting legislation, we may be required to submit various tax documentation containing your personal data. For example, we may process your personal data for submitting a federal tax form 1099 or other required tax forms.

(13) Information Required for Marketing and Promotion

We may collect your postal address to promote the Tutoring Services you provide via the EduGlean Platform and help you reach more prospective students.

(14) Analysis of Speech Activity

When you give/take lessons on the EduGlean Platform, we may analyze your microphone activity to provide you with an overview of your speaking activity. We do not record your voice, words, or conversations for speech activity analysis. If you are based in the EEA or Switzerland, we will provide you with an option to turn off this feature.

(15) Language Assessment

We process your personal data to assess your level of language proficiency, which may include your name, email address, and results of the language assessment.

(16) Video Lessons, Sales Calls, Events, and Webinars

We may process your voice recordings, lesson recordings, likeness, and interactions in videos during group classes, individual lessons, sales calls, webinars, and events. We will inform you and ask for your consent before recording.

(17) Information Processed by AI-Powered Tools

We have integrated AI-powered tools from third parties to enhance your experience on the EduGlean Platform. We may use your text prompts and, if you consent, your voice recordings, audio recordings, lesson recordings, lesson transcripts to provide personalized learning recommendations, generate lesson plans, and enable chatbot functionality.

(18) Tutor Verification (for Tutors Only)

We process your facial biometrics and ID for tutor identity verification and fraud identification using a third-party online verification provider.

4. Data We Collect: Purposes

We may process personal data you voluntarily provide for the following purposes:

(1) Provision of Services

Primarily, we process your personal data to authorize access to our Services and fulfill our obligations under the Terms of Service. Specifically, we use your personal data upon registration to help others find your account or profile, schedule lessons, give and/or take lessons, and track learning progress. To use the Services, you will need to provide payment and billing information through third-party payment providers, which process your personal data securely. Please see our Refund and Payment Policy for more information.

(2) Payment Services

We use third-party payment providers to bill you through an online account payment. Your payment information is stored encrypted and securely by these providers. We do not store your payment information on our servers. We may use your payment card transaction data to confirm a specific transaction and verify your purchase with our records.

(3) Referral Programs

For our “Tell-A-Friend” referral program, we generate a personalized referral link for you to share with your friends. We will not collect your friend’s personal data until they follow the link and access the EduGlean Platform. For our B2B referral program, you can share the name, job position, and email of colleagues interested in EduGlean Business Services. We will inform your colleagues about the referral program at the initial contact.

(4) Communications

We may contact you via email and other ways for Services-related purposes (welcome letter, security and legal notices, announcements, updates, reminders, suggestions, etc.). We may also use your data to enable communication with other users through EduGlean, including exchanging messages and conducting video calls. You may receive push notifications via the EduGlean mobile device application, which can be adjusted using your smartphone settings. You can opt out of communications, excluding legal notices and essential notifications.

(5) User Research

Your contact data may be used for gathering feedback to improve our product. We may contact you to participate in research for internal purposes only, including feature development, marketing activities, customer support updates, and other service updates.

(6) Marketing and Promotion of EduGlean

We may process your name and email for our mailing list or newsletter to send you messages with commercial or promotional information about our Services. We will request your consent first, and you can opt out using the mechanisms described in each message and through user settings. We may also contact you by phone with commercial information about our Services. To promote the EduGlean Platform through the blog and influencer channels, we allow

individuals to participate in the affiliate program. When we receive information to participate in the affiliate program, we process it to register you and track the promotion's progress.

(7) Behavioral and Social Media Marketing

We may share your email address with Google and Meta for delivering personalized advertisements and engaging in behavioral and social media marketing based on our legitimate interest.

(8) Identifying Influencers for Potential Collaborations

We may use third-party services to analyze the information you provide at registration and discover our most influential students for proposing collaboration with us. In doing so, we may receive some of your personal data from these services and form a joint controllership over your data.

(9) Analytics and Development

We monitor and analyze the personal data you provide upon registration, web traffic, cookies, and usage data for analytics and development purposes. We use services like Google Analytics for Firebase, Hotjar HeatMaps & Recordings, Amplitude Analytics, Branch.io, Braze, and Intercom to ensure compliance with our privacy commitments. We may also run research activities, including personalized "A/B" tests, to improve user engagement and satisfaction.

(10) Tutor Verification and Program Preparation

To ensure high-quality lessons, we collect and process tutor credentials to verify their eligibility and develop learning programs. We also process tutor biometric information and ID for identity verification and fraud prevention. For analytics, we process tutors' registration data to automate and improve the verification process.

(11) Improvement of Tutors' Ranking Algorithm

We gather and use metric-based data to enhance the tutors' ranking algorithm and improve your experience. This data may also include personal data provided on the EduGlean Platform.

(12) Managing Tutors Community

We process the email, interaction, and usage data of tutors in the Tutors Community to provide community-building benefits. Access to personal data submitted to the Tutors Community is restricted to service providers and employees on a need-to-know basis.

(13) Support and Platform Supervision

In case of disputes or other issues, we may use data (including communications) to resolve matters, supervise user behavior, and respond to complaints or requests.

(14) Events and Webinars Conducted by EduGlean

We use the personal data collected during event or webinar registration to provide access and send you relevant materials or information about our Services.

(15) Competitions and Sweepstakes

- Competitions: We process registration forms to organize and conduct competitions, determine winners, and contact them regarding results and prizes.
- Sweepstakes: We process user ID, name, date of birth, country of legal residence, and email address to administer sweepstakes and comply with legal requirements. To receive prizes, winners must submit an affidavit of eligibility and a federal tax form.

(16) Compliance with Legal Requirements

We process certain payment information to comply with legal requirements in finance and accounting. We may also process data collected on the EduGlean Platform in response to legal requests and to exercise or defend our legal rights.

(17) Fraud Prevention

We supervise log information, payment information, and user behavior on the EduGlean Platform to prevent fraudulent activities and assist in managing user sessions.

(18) Changes

We may change the EduGlean Privacy Policy from time to time. Your rights will not be reduced unless you provide explicit consent. The latest version is posted on this page. If we make substantial changes, we will notify you by email.

5. How Is Personal Data Shared?

To provide high-quality services, EduGlean works with independent contractors and service providers under data processing agreements (DPA) or Standard Contractual Clauses (SCCs). We use secure storage, such as AWS (Amazon, USA), with servers located in Ireland, Germany, and the USA.

(1) Categories of Third-Party Service Providers

- Analytics services: Personal data may include web traffic and usage data.
- Social network platforms and search engines: Personal data may include information for behavioral and social media marketing.
- Customer communication solutions: Personal data may include contact details and personal identifiers.
- User research tools: Personal data may include feedback and survey responses.
- Services to manage emails and push notifications: Personal data may include contact details.
- SMS providers for mobile marketing and notifications: Personal data may include contact details.
- Payment services providers: Personal data may include transaction details.
- AI-powered service providers: Personal data may include usage data and AI training data.
- Providers of video conferencing, speech-to-text, and conversation analytics tools: Personal data may include video and audio interactions.
- Influencer marketing solution providers: Personal data may include social media profiles.
- Language assessment tools: Personal data may include language assessment results.
- Search engine optimization and marketing tools: Personal data may include usage data.
- Services to manage Tutors Academy: Personal data may include course activity data.
- Services to manage Tutors Community: Personal data may include interaction data.
- Online verification providers: Personal data may include biometric information.
- Tax and accounting compliance software providers: Personal data may include tax documentation.

(2) Use of Social Network Platforms

We use platforms like Facebook, Instagram, LinkedIn, and TikTok to maintain EduGlean's social media pages. LinkedIn, TikTok, and EduGlean independently process personal data as controllers. Meta Platforms, Inc. (Meta) is a joint controller for our Facebook and Instagram pages.

You can find more information on Meta joint controllership at [Meta's Page Controller Addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

(3)

Data Transfer in Case of Change of Control or Asset Disposition

In the event of a merger, acquisition, sale, or change of control, we will ensure the confidentiality of your personal data and notify affected users before data is transferred or becomes subject to a different privacy policy.

(4) Companies Using EduGlean Business Services

We may share Authorized Users' language learning progress and results with their employers.

(5) EduGlean Independent Contractors

We work with independent contractors to assist with data analytics, software development, customer support, promotion, marketing, user research, and financial and legal matters. These contractors have access to personal data on a need-to-know basis and under strict privacy obligations.

(6) Other Users of the EduGlean Platform

Your personal data may be visible to visitors and users of the EduGlean Platform via personal contacts or social features. For example, your profile picture and name may be visible if you sign up for a group class or leave a review.

6. How Long Will Personal Data Be Processed and Stored by EduGlean?

EduGlean retains your personal data as long as your account is active. If your last activity was more than 2 years ago, your account will be considered expired. We will remove your personal data within 90 days or earlier. Data processed by AI-powered tools for AI training purposes is stored for 2 years in the EU and longer in non-EU jurisdictions.

In case of conflict situations, we may retain your personal data longer to establish, exercise, or defend legal claims. We may also retain data longer to comply with legal, regulatory, tax, accounting, or other requirements.

Personal data collected for mailing lists or newsletters will be stored as long as you are interested in receiving our emails. If you unsubscribe, we will delete your data. Event or webinar registration data will be deleted within 30 days after the event. Sweepstakes participants' data will be deleted within 30 days after the sweepstakes ends. The names of sweepstakes winners published on our Website will remain publicly available until consent is withdrawn.

After the retention period expires, EduGlean will terminate the processing of your personal data unless required by law.

7. Your Rights as Data Subject Regarding Your Personal Data EduGlean Processes

(1) Right of Confirmation

You can obtain confirmation from EduGlean as to whether your personal data is being processed.

(2) Right of Access

You can access your personal data processed by EduGlean.

(3) Right to Rectification

You can request EduGlean to correct incomplete personal data.

(4) Right to Erasure (Right to Be Forgotten)

You can request EduGlean to erase your personal data unless required by legislation. To delete your personal data, you can contact us at support@eduglean.com. We will respond within 30 days and notify you of the outcome. You can also delete specific items or your entire account in the account settings page.

(5) Right of Restriction of Processing

You can contest the accuracy of your personal data or request processing restriction instead of erasure for different reasons, such as to bring a claim against someone.

(6) Right to Data Portability

You can request the transfer of your personal data directly from one controller to another, where feasible and without affecting others' rights.

(7) Right to Object to Processing of Your Personal Data

You can object to the processing of your personal data based on our legitimate interests or for public interest tasks. If you make such a request, we will no longer process your data unless we can demonstrate compelling legitimate grounds.

(8) Right to Withdraw Consent at Any Time

You can withdraw your consent to the processing of your personal data at any time by contacting us. We will process the request promptly and cease processing your personal data unless required by law.

If you believe our use of your data violates your rights, you can lodge a complaint with the competent data protection authority.

8. Other Privacy Commitments

(1) Cross-border Transfers

We process personal data both within and outside the United States. We take measures to ensure high data privacy standards and compliance.

(2) Time for Reply and Reaction

EduGlean will respond to your rights requests within one month. This period may be extended by two further months if necessary. We will inform you of any extensions and reasons for delay.

(3) Security

EduGlean takes technical and organizational measures to ensure information security, including protection against unauthorized processing and accidental loss. We use verified contractors and sign data processing agreements.

(4) Accessing Account to Provide Support

In exceptional circumstances, support specialists may need to access your account. We will ask for your permission before accessing your account. Refusal may affect support quality.

(5) Children's Privacy

EduGlean Services are not intended for use by children under 18 without supervision. We do not knowingly collect information from children under 13. Parents and guardians should monitor their children's Internet usage and enforce our Privacy Policy.

(6) Breach Notifications

If a personal data breach likely affects your rights, we will inform you and the respective data protection agencies without delay and minimize risks.

(7) “Do Not Track” Requests

EduGlean does not support “Do Not Track” requests and does not share personal data with third parties for direct marketing purposes.

(8) California Privacy Rights

California residents have rights under the California Consumer Privacy Act (CCPA), including the right to know about, access, correct, delete, and opt-out of the sale of their personal data. To exercise these rights, email legal@eduglean.com.

(9) Automated Decision-Making and Profiling

EduGlean uses machine-learning algorithms for tutor ranking and matching efficiency. You can request human intervention, express your point of view, or contest algorithmic decisions by emailing legal@eduglean.com.

(10) Sale of Personal Data

EduGlean does not sell personal data or data of minors under 16 years of age.

9. Data Privacy Framework Program

(1) Participation in the Data Privacy Framework Program

EduGlean, Inc. complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF). We adhere to the DPF Principles for processing personal data received from the European Union, the United Kingdom, and Switzerland. For more information, visit [Data Privacy Framework](<https://www.dataprivacyframework.gov/>).

(2) DPF Principles-Related Complaints

EduGlean, Inc. commits to resolving DPF Principles-related complaints. EU, UK, and Swiss individuals with complaints should contact EduGlean, Inc. at legal@eduglean.com or dpo@eduglean.com.

(3) Dispute Resolution

If a DPF Principles-related complaint cannot be resolved internally, we commit to referring unresolved complaints to the Association of National Advertisers (ANA). Visit [ANA Accountability](<https://www.ana.net/content/show/id/accountability-dpf-consumers>) for more information.

(4) Binding Arbitration

You can invoke binding arbitration for unresolved complaints regarding DPF compliance. Visit [Data Privacy Framework Annex I](<https://www.dataprivacyframework.gov/s/article/ANNEX-I-introduction-dpf?tabset-3=2>) for more information.

(5) US Oversight

The Federal Trade Commission (FTC) has jurisdiction over EduGlean, Inc.'s compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF.

(6) Disclosure of Personal Information to Law Enforcement Officials

EduGlean, Inc. may disclose your personal information to law enforcement if required by law or if we have a good-faith belief that disclosure is necessary for official investigations or legal proceedings.

(7) Liability in Cases of Onward Transfers to Third Parties

EduGlean, Inc. is responsible for personal information processed by third parties on our behalf under the DPF Principles. We remain liable if a third party processes personal information inconsistently with the DPF Principles unless we are not responsible for the event causing the damage.

10. Legal Matters

EduGlean considers your use of the Services to be private. However, we may disclose your personal data stored in our databases to:

- Comply with the law or legal process served on us.
- Enforce and investigate potential violations of this Privacy Policy.
- Investigate potential fraudulent activities.
- Protect the rights, property, or safety of EduGlean, its employees, customers, or the public.

We hope this Privacy Policy helps you understand how your personal data will be handled at EduGlean. We will take care of your personal data so you can use our Services without concern for your privacy. Should you have any questions, email us at support@eduglean.com.

Your EduGlean Team