

Privacy Policy

(last updated April 2025)

This Privacy Policy applies to Education Perfect Limited (NZCN: 6584033) and its affiliated companies, including Essential Assessment Pty Ltd (ACN 662 767 866) and EdPotential Limited (NZCN 9429042437987), and **EPL Marketing Services Pty Ltd (ABN 61 623 187 379), trading in its own name and/or as Education Perfect; all of the foregoing** collectively (“Education Perfect”). While most sections of this policy apply across all entities, some provisions may vary depending on the specific services or platforms provided and applicable service provider within Education Perfect.

We at Education Perfect care deeply about the safety, security and privacy of you when you use our website and any of our e-learning services (“our services”). Our goal is to provide a learning environment that is every bit as safe and secure as being at an actual school.

We commit not to make material changes to this Privacy Policy or other Privacy Policies without first providing prominent notice to the account holder(s) and/or (if applicable) the third party data controller and if as matter of applicable data privacy laws which affect you, obtaining such further consents as are needed to comply with such applicable data privacy laws, before personal information is used in any manner inconsistent with our lawful basis to use or any consents you have previously given to us or to a third party data controller. Further, we will not make material changes to other policies or practices governing the use of student personal information that are inconsistent with our lawful basis of use for personal information or consents given (as applicable).

General Application of the Privacy Policy

This Privacy Policy covers our collection and use of your personal information. Depending on the personal identifying data that we process, Education Perfect may be under applicable data privacy laws, a controller of that data (depending on its role) and/or it may be a processor of that data again depending on the data set and its role and as such if it is a processor only, we are subject to the documented instructions on processing by the third party data controller. We might update our Privacy Policy from time to time, in which case we will update the link to the Privacy Policy on our website and if we make material changes to our Privacy Policy, we'll provide you (or if there is a third party data controller, them) with prominent notice as appropriate under the circumstances, e.g., by displaying a prominent notice within our services and if required by applicable data privacy laws, by us sending you (or any third party data controller who is responsible for informing you) an email in advance and if you are domiciled in Canada, we shall use the last email we had for you or that of the third party who gave consent on your behalf (e.g. a school or education district or authority so that they can inform you). We may notify you or the third party data controller in advance if required in order to comply with applicable data privacy laws.

This Privacy Policy will cover the following:

- what personal information we may collect about you (and how we collect it)
- how long we keep your personal identifying information for and where we store it
- how we may use the information we collect
- whether we will give your personal identifying information to anyone else
- your rights and responsibilities
- where you can find more information
- information about links
- our contact details

This policy has been written in accordance with the General Data Protection Regulations (GDPR) applicable in the European Economic Area and also the Data Protection Act 2018 in the United Kingdom as well as UK GDPR, the Australian Privacy Act (including the Australian Privacy Principles), the New Zealand Privacy Act 2020 and applicable Canadian and USA data protection laws (including for the USA, the Children's Online Privacy Protection Act of 1998 and its rules, or "COPPA". Information for parents of children under age 13 can be found in the section: **Rights and responsibilities for parents of children under the age of 13**. Depending upon where you are domiciled, depends on which of the foregoing is applicable to you.

What personal identifying information we may collect about you

Depending on which category of person you are we may have collected personal identifying information about you from the following people or places (including within the last twelve months):

A. Students

From your teachers and school

If you use Education Perfect through your school, then your school will provide the following personal identifying information about you so that we can create an account for you:

- your first and last names
- name of your school
- your school ID
- your classes

Your teacher may also contact us on your behalf if there are questions about your personal data or to let us know if there are any problems with our services.

If you hold an individual licence (rather than accessing the services using the school licence), then we may collect this information directly from you or from the card holder who purchases the licence on your behalf.

From you

When you first log in to our website, we will ask you to change your password and to provide us with your email address. You do not have to give us your email address but if we don't have this information then we may not be able to assist with password resets if you forget your password.

We may also collect information about you when you contact us for help so that we can answer your questions (including details about your questions and an email address to contact you with the answers, if required.)

From our website

When you visit our website, it will automatically collect some information about you: details about the device used (for example your internet or IP address, location and browser type used and its identity in the form of a 'cookie') and the number of logins and when log ins are made and how long you spend completing lessons or other materials, your answers and results on lessons, homework, quizzes and competitions; your completion of assignments;

B. Teachers

When we sign you and/or your school up to our services, we will also collect some of your personal information (e.g. first and last names, job and title, school name and address, school ID, email address and contact number, and billing or account details).

If our services allow this and as are applicable, you can optionally configure your Education Perfect Community Profile by submitting a profile image and/or bio to us. You can control the visibility of this additional profile data by choosing between "all teachers", "teachers at my school" or "only me".

C. Parents/Guardians

We may collect your email address (either directly or via the relevant school or teacher), name and details of which student is your child or you are guardian of. In some cases, we may also collect login details for you if you log in to our services.

If you purchase an individual licence for your child to use our services, we will also collect your address and payment information.

D. Other

Any other person who does not fit into the above category, we may collect your name, address, other contact details, log-in details, location and browser type.

Google User Data

In order to collect some of the data described in the preceding sections, your school may opt to provide us this information via an integration with Google Classroom. This information may include Class Roster and Course Information, Usernames and Emails. This information is used only for the purposes of providing functionality in the Education Perfect product and to create unique user accounts for teachers and students.

Education Perfect's use of information received from Google APIs will adhere to Google API Services User Data Policy, including the Limited Use requirements.

Cookie Technology

In addition, we may use cookie technology on our website. A cookie is a small piece of information which is sent to your browser and stored on your computer's hard drive, mobile phone or other device. Cookies do not damage your computer. You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not. However, some of our services may not function properly if cookies are disabled. We use cookies that are necessary for the performance of our services and cookies that do not personally identify you, but may be used for advertising and analytics purposes, such as allowing us to see how many people use and access our website so that we can improve our services. Some web browsers may transmit 'Do Not Track' signals to the websites with which the user communicates. Due to the lack of a common understanding of how to interpret DNT signals, we do not currently respond to DNT signals from web browsers.

How long we keep your personal information for and where we store it

We will keep your personal identifiable information for the longer of while you are an active user of our services or for so long as we have a legitimate interest to do so and, provided your school continues to hold a licence, we may keep it for as long as we have a lawful basis to use it. We regularly review our information retention rules to make sure we are not keeping it for longer than we need to, but you can request us to remove your information at any time (see below for more details).

An element of the service that Education Perfect provides is the ability to track your learning journey across multiple years. In the event that you (or your school) choose not to re-subscribe for an Education Perfect license, for example only, because you are not enrolled for a subject offered by Education Perfect in a given year, we will subject to applicable data privacy laws and our legitimate interest rights, retain your account and historic learning data to ensure that if you return in the future, the work you have previously completed is still available and associated with your account. If your account remains inactive we will delete your account and anonymise or delete your learning data when we no longer have a lawful basis to use it, so that it can only be used in a non-identifying manner for analysis by your school or to improve our products. You or your school may notify us that you no longer require us to retain past learning data before this lawful basis period has passed, in which case we will, subject to our legitimate interest rights, take this action sooner.

Education Perfect has companies established in various countries, including in New Zealand, Australia and Canada with operations and offices elsewhere in the world. All personal identifying data except that of Canada based data subjects is stored in Amazon Web Services', in Australia data centres. Data collected for data subjects based in Canada (including all Student Data and Content) is hosted in AWS Canada data centres. We may use third parties in other countries to process or sub-process (as applicable) data for us and may securely transfer your personal identifiable information from time to time to our offices or to our third-party data processors only where necessary in connection with our operations

and providing our services to you. We will always endeavour to keep your data safe whenever we move it and transfer and deal with your personal identifiable information carefully and in accordance with applicable laws.

How we may use the information we collect

In some cases, we act as a “data processor” (for example with most students’ personal data) and in that situation use your personal identifiable information only as instructed by your school (who acts in most of those cases as a data controller) to make sure that we can provide our services to you and undertake our contractual obligations. In other cases we act as a data controller and make the decisions on the processing of data (for example with teachers or other administrators of a customer) to make sure that we can provide our services to you and undertake our contractual obligations.

We may need to use, collect, store or otherwise process your personal identifiable information as explained below:

1. Students

For the purpose of providing services as required by our contract with your school (or under your individual licence):

We may use the personal identifiable information that we have collected about you to:

- maintain a record of your learning on our platform, for example copies of your completed homework assignments, so that these can be reviewed and marked by your teachers and so that you have a record of your work;
- keep you updated about your e-learning on our services. For example, to remind you of due dates for homework assignments, to let you know how many of your classmates have completed an assignment, and to update you on your performance in assignments and competitions;
- help your studies by sharing your e-learning progress with your teachers and parents (for example, that you have completed assignments, your scores on assignments and your competition performance);
- email you to tell you of upcoming competitions that you and/or your school are participating in or to congratulate you on your results;
- publish your competition results on our scoreboard (unless you are in Canada), which is publicly available (where we would not do so other than on an anonymised basis or otherwise by us complying with applicable laws and, as applicable, with obtaining your further consent). Subject to the foregoing, to give you credit, we will use your first name, the first letter of your last name, your school and the country it is in – this information will be visible to all registered users of our services (e.g. the teachers and students at other schools). Your full name and score is only visible to your classmates at your school. Your school may give you the option to change your username and anonymise your publicly available details for such purposes;
- maintain and improve our services. For example, we can use statistical information about how long all students spend on a lesson, or the number of your classmates who have completed an assignment, to make sure that the lesson or assignment is

not too simple or difficult. Such information will only ever be used on a grouped basis so that you (or your classmate) will never be identified individually;

- use the information that our website collects about you to improve your experience while using our services – for example, to identify that it really is you; and
- identify you when you call us for help on technical problems (for example if you report a problem with our website or the content) or to deal with any query you have or to email you a new password when you have asked for one.

2. Teachers

For the management and administration of our contract:

We will use the information that we have collected about you to provide our services, and to carry out administrative tasks such as managing our relationship with your school and/or you and for billings and invoicing purposes, as may be necessary in order to perform and administer our contract with you or your school.

For marketing purposes and our legitimate business interests:

We will also use the information to communicate with you where we have a legitimate interest to do so – for example, sending you information about new learning resources and products that are being made available. Except where we have a legitimate interest in order to fulfil our contractual obligations, you may otherwise elect to opt out of receiving such communications at any time by clicking the unsubscribe link or following the instructions in the email.

3. Parents

For the purpose of providing services as required by our contract with your child's school (or under your individual licence):

We may use your contact information to keep you updated about your child's performance on our services, where this option has been exercised either by you or the relevant school.

For the purpose of entering into a contract and for marketing purposes:

We will also use your information for payment purposes and we may contact you with information about upcoming competitions and new e-learning opportunities that may be of interest – you can opt out of receiving such communications at any time by clicking the unsubscribe link or following the instructions in the email.

4. Other

For the purposes of dealing with any contact you have with us, or otherwise to administer or perform a contractual obligation to you or for a lawful basis to use including marketing purposes.

Whether we will give or share your information to or with anyone else

Only where we are acting as a Data Controller (and not including any student personally identifiable information or student data) we may share your personal information with:

Affiliate companies of ours within the same company owned group as us, or vendors to us (or to you in their provision of services to or with us), consultants, advisors, and third party service providers ('third parties') who perform services for us or on our behalf or otherwise provide technology, account administration, marketing or email or contact management services. We have contracts in place with our third parties, which are designed to help safeguard your personal information. They will, depending on their role, only use your personal information either under terms we have agreed with them, or otherwise in compliance with applicable law. The categories of third parties we may share personal information with are as follows:

- authentication and verification tools to identify you or to check and update details
- cloud computing and hosting services
- data storage service providers
- user account registration and administration of any passwords or other security credentials or management
- providers of tools that enable us to manage our administration and contact and marketing strategies or competitions, and user experience on any of our systems and platforms
- for dealing with any complaints or service support and maintenance
- for the continued development of our products and offerings

We also may need to share your personal information in the following situations:

- **Affiliate.** With any affiliate company of ours who provides any service to other members of the group in connection with the services we provide or which are ancillary to those that we provide
- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Digital Marketing Service Providers.** We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors for this activity includes those at this link :

<https://www.educationperfect.com/legal/third-party-data-processing/>

Whether we are a Data Controller or a Data Processor, we may also need to use your information to protect ourselves from criminals or fraudsters and in some circumstances, we may also need to share or use your information to make sure that we follow applicable law or regulations. We may also use or transfer your information to a successor entity in the event that we sell or transfer all or a portion of our business or assets (including in the event of a merger, reorganisation, spin-off, dissolution or liquidation) and we will endeavour to ensure that the successor entity applies this policy to such information or in compliance with this policy notifies of any changes to it.

We will keep your personal information safe and will not give it to any third party except as explained in this policy or where we are allowed to do so by applicable law or regulations.

In respect of third parties who use Artificial Intelligence ("AI") we do not provide personal identifiable information about you to a third party for use of that personal information to train AI.

Your rights and responsibilities

While we do our best to keep your personal identifiable information safe and private by following high standards, no security and safety system is 100% secure. You also have to play your part in ensuring that your username and password are kept safe, and tell us when your account has been accessed without permission.

You may have the right to ask us to:

- give you a copy of your personal identifiable information that we have collected
- update or correct any personal identifiable information about you that is wrong
- stop collecting your personal identifiable information where we have no legitimate interest to do so and if we are not the data controller, if the data controller agrees
- remove your personal identifiable information from our records where we have no legitimate interest to retain some or all of them

For Education Perfect Limited: Just let your school know your concerns or drop us a message at support@educationperfect.com.

For Education Assessment Pty Limited, just contact us at info@essentialassessment.com.au

For EdPotential Limited contact us at support@edpotential.com

For EPL Marketing Pty Ltd contact us at support@educationperfect.com

If you think we are not doing a good job with your personal identifiable information, you also have the right to make a complaint by sending us an email at support@educationperfect.com. If you lodge a complaint with us, we will respond promptly, and then determine what action needs to be taken (if any) to resolve the complaint. We will aim to respond to your complaint within the shorter of 20 working days or 30 calendar days (or as otherwise required by applicable law or regulation).

You also have the right to make a complaint to the government bodies that regulate us. More details are available here:

- Australia: <https://www.oaic.gov.au/individuals/how-do-i-make-a-privacy-complaint>. The Office of the Australian Information Commissioner can be contacted at enquiries@oaic.gov.au or by telephone on 1300 363 992 (from Australia) or on +61 2 9284 9749 (from overseas)
- New Zealand: <https://www.privacy.org.nz/your-rights/complaint-form/>. The New Zealand Privacy Commissioner can be contacted at investigations@privacy.org.nz or by telephone on (04) 474 7590 (Wellington) or (09) 302 8680 (Auckland).

We will not discriminate against you for exercising any of your rights.

Rights and responsibilities for parents of children domiciled in the USA under the age of 13

COPPA provides certain rights and responsibilities to parents of children under the age of 13 that provide us personal information. This section of the policy only applies to children under the age of 13 and in the United States.

We do not permit children under the age of 13 to create an account or provide us personal information without your or the school's verifiable consent. Such consent may be provided, for example, through teachers providing a secure class join code to permit a student to set up an account. If you believe we have collected information from a child under age 13 without such consent from the school, please contact us at support@educationperfect.com so that we may delete the information as soon as possible.

We will not require a child under the age of 13 to provide us with more information than is reasonably necessary to use our site and services.

At any time, you may review your child's personal information maintained by us, including requiring us to correct or delete the personal information and/or withdrawing and refusing to permit us from further processing your child's information. You can also refuse to allow us to disclose information to third parties that is not necessary for the use of our site and services. You can do this by sending us an email at support@educationperfect.com. To protect the privacy and security of your child, we may require you to take certain steps to verify your identity.

Where you can find more information

If you have any questions about our Privacy Policy, please ask your teachers or parents for guidance, if you are a student. Or, you can reach out to us directly at the contact details below and we would be more than happy to help.

If you receive marketing communications from us (as further explained in this Privacy Policy), if we have no legitimate basis to send them, you will always have the option to "unsubscribe" by simply clicking the link in the relevant email or by contacting us.

Information about links

Our website might link to external websites, which we have no control over. Please be careful to protect your privacy when visiting these websites.

Our contact details

In some cases where we are a "data processor" and not a data controller (for example where the school is the data controller) in relation to your personal identifiable information, we will

only use your personal identifiable information on the instructions of your school to provide you with access to the Education Perfect services, so if you have questions about the use of your personal identifiable information, you should ask your teachers/school first.

In some cases we will be both a data controller and a data processor in relation to your personal identifiable information and we will only use your personal identifiable information in accordance with our legitimate business interest, the contract we have with the school or you and in accordance with this policy as may be updated by us from time to time. However, you can always contact us at the following details if you do have any questions.

Education Perfect Limited

- office location: 77 Vogel Street, Dunedin, New Zealand
- mail address: Education Perfect, PO Box 6552, North Dunedin, Dunedin 9059, New Zealand
- email: support@educationperfect.com
- phone: NZ +64 3 669 0311, AUS +61 2 6100 3723, UK +44 20 8068 1832, US +1 (202) 657 5224

Education Assessment Pty Limited

office location: 22-110, 120 Spencer Street, Melbourne 3000 Australia

Mail address: c/- Essential Assessment, Office 22-110, 120 Spencer Street, Melbourne 3000 Australia

email: info@essentialassessment.com.au

phone: 1300 049 025

Ed Potential Limited

office location: 77 Vogel Street, Dunedin, New Zealand

Mail address: c/- Education Perfect, PO Box 6552, North Dunedin, Dunedin 9059, New Zealand

email: support@educationperfect.com

EPL Marketing Pty Ltd

office location: 2025Level 3 / 243 Liverpool Street, Darlinghurst, New South Wales, Australia

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