



Privacy Statement for the Digital Driver's License

Our Privacy Notice is fueled by our commitment to the following Privacy Principles:



1. We're deeply committed to creating a safe and secure online environment for you.
2. We do not sell your personal information to third parties. We established ourselves as a not-for-profit organization so that our mission of education and your trust will not be in conflict with a for-profit motive.
3. We strive to provide you with access to and control over the information you give us, and we take the protection of your information very seriously.
4. We take extra precautions for our younger learners, including the ability to restrict access to sensitive, age-appropriate content.
5. We do not advertise. We use your information to provide you with a better learning experience, not to sell you products.

1. Types of Information We Collect

We collect two basic types of information – personal information and anonymous information – and we may use personal and anonymous information to create a third type of information, aggregate information. We collect the following categories of information:

- Registration information you provide when you create an account, including your first name and surname, username (usually email address) and password
- Information you submit when answering questions in the cases presented in the DDL.
- Your device identifier or IP address, when you visit our sites.

2. How We Collect Your Information

We collect information you provide to when you register with us, log on, and participate in the completion of cases.

3. Use of Your Information

Your information is used to:

- Provide you with the content and services you request
- Communicate with you about your account or transactions with us
- Personalize content and experiences
- Optimize or improve our content, services and operations
- Detect, investigate and prevent activities that may violate our policies or be illegal

4. Sharing Your Information with Other Companies

We will not share your personal information to other companies, ever. Your information is only shared with the organization (e.g. school district and/or school) you connect your account to. At any time, you can change or remove that connection.

We will not process student data for any purpose other than providing, improving, developing, or maintaining the integrity of this service.

We have full expectations that a student's school and/or district determines the best method of collecting parental permission for use of the content and services. We will 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. We will not sell, disclose, or otherwise process student data for any commercial purpose.

This privacy statement certifies, in writing, these guarantees.

5. Your Controls and Your Choices

We provide you the ability to exercise certain controls and choices regarding our collection, use and sharing of your information. You may correct, update your registration account and delete your registration account via email request. You are the owner of your data and determine who (e.g. school district and/or school) gets to see it.

6. Data Security, Integrity and Retention

The security, integrity and confidentiality of your information are extremely important to us. We have implemented technical, administrative and physical security measures that are designed to protect guest information from unauthorized access, disclosure, use and modification. From time to time, we review our security procedures to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable, especially if the password you set is easy to guess or is compromised in any way. We will retain your personal information for the length of time needed to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law.