

PRIVACY

Possip's Privacy Policy

Last Modified: May 13 2024

Available: <https://possip.com/privacy-policy>



At Possip, Inc. (“Possip”, “we”, “us”, or “our”) we are passionate about improving the educational experience by providing a platform for parents, guardians, teachers and students to provide feedback to help improve schools. This Privacy Policy describes how we collect, use, and disclose information that you provide to us through our Website (www.possip.com), our registration forms, which may be provided by us, by you or your child’s school, or by your child’s school district, and through the use of our Possip Service. Please note that this Privacy Policy does not govern how you or your child’s school or district or network may use or disclose you or your child’s information. You should consult with your school, district, or network regarding their privacy practices and regarding any requests to them to stop sharing information.

THE POSSIP SERVICE

The Possip Service (our “Service”) is designed to gather feedback from school stakeholders including parents/guardians, staff, and students and to compile that feedback, and communicate it to schools. Our Service operates through regular (weekly, bi-weekly, monthly) text messages and/or emails, which pose questions and provide opportunities for parents/guardians, staff, and students to communicate with schools. Participation in the Service is voluntary.

CONSENT

By accessing or using the Website or registering for our Service, you agree and consent to the terms of this Privacy Policy and the Possip Terms of Use [<https://possip.com/possip-terms/>]. We may modify this Statement from time to time and will use reasonable means to notify you of such a change. Revised policies will be posted to the Website with the effective date listed. Your continued use of or access to the Website or our Service constitutes your consent to the revised policy.

INFORMATION WE COLLECT

We collect information that can uniquely identify you (“Personal Information”) from your school, or district, via your registration or otherwise directly from you. This is typically referred to as “Directory Level” information and normally includes:

- Your Name;
- Your Email address;
- Your Phone number;
- Your Child’s School and/or school district affiliation; student number, grade level
- Your language preference for communication with the school;
- Other information you voluntarily provide when you register for or use our Service

We also collect information from automated sources including Cookies, Google Analytics, and Mobile Phone carrier information.

The website utilizes Google Analytics, Hotjar, UserPilot, AccessiBe, and Segment to understand how you found the website, what pages you visited, and to enhance user experience and accessibility. For example, we may collect information about the device you use to access our Website, how you use the Website, the length of time you use the Website, and other similar information. We may use this data to improve our Website, create new or additional features, offer customized content, or otherwise enhance the quality of our Service. The website utilizes Google Analytics, Hotjar, UserPilot, AccessiBe, and Segment to understand how you found the website, what pages you visited, and to enhance user experience and accessibility. Our product uses Twilio to distribute messages via SMS and retrieves information regarding the carrier associated with your phone number. Our product employs SendGrid to send email messages and track engagement information, such as email opens and click-through rates, to improve communication with our users. Our product integrates with Global Grid for Learning (GG4L) to access directory information, which enables us to efficiently distribute surveys and gather valuable praise and feedback from our end users. For more detailed information on how these services process personal data, we encourage you to visit and review their individual privacy policies.

DO NOT TRACK

Your browser may enable you to send Do Not Track signals to websites that you visit. Our Website does not respond to Do Not Track signals from your web browser.

ACCESS TO AND UPDATING YOUR INFORMATION

You may update or request a copy of your Personal Information by sending an email to [possip@possip.com]. We will take reasonable steps to accommodate your request in compliance with applicable laws and regulations.

You have the right to opt out of receiving future communications from Possip. If you receive emails from Possip, you may opt out by sending an email from the recipient account to [possip@possip.com] with the subject “Opt-out” or “Unsubscribe”, or by clicking on the “Unsubscribe” link at the bottom of any email communication from Possip. You may opt-out of text message communications by responding “STOP” to any text message sent by Possip.

HOW WE USE INFORMATION WE COLLECT

We use the Personal Information that we collect to provide our Service. This includes sending you email or text message communications, responding to your inquiries, personalizing your experience with our Services, providing feedback to schools or school districts, and for the purpose of developing and improving our Services. We also use Personal Information to create Aggregate Data. Aggregate Data is a collection of information that does not have the ability to identify a unique individual. We use aggregate data to provide statistical feedback to schools and school districts and to better understand how users use our Services.

HOW WE DISCLOSE INFORMATION WE COLLECT

We disclose your responses and feedback to the school or school district that you are affiliated with based on your feedback. If you choose, we will disclose your Personal Information along with your responses to surveys to your specific school and school district. We also disclose Personal Information to our third-party service providers for purposes of facilitating, offering and improving our Service, including sending you emails or text messages at the cadence determined by your school or your child’s school. Collection, use, and disclosure of Personal Information by third-parties is subject to those third parties’ privacy policies. Whenever we share data with such third-party services, we require that they use your information only for the purposes we have authorized, and that they protect your Personal Information at least to the same standards as we do. We do not sell, rent, or otherwise disclose Personal Information to third parties for their marketing purposes.

WE MAY DISCLOSE AGGREGATED DATA TO THIRD PARTIES FOR ANY REASON.

We reserve the right to disclose personal information when it is reasonably necessary to conduct our business, to protect our legal rights and property, and to comply with the law or law enforcement.

WHO MAY USE THE WEBSITE AND OUR SERVICE

Possip does not knowingly collect Personal Information from anyone under 13 years of age. Our Website and Our Service are not intended for children under 13 years of age. Individuals under 13 years of age are not authorized to use our Website or our Service or to provide any information on or through our Website or Service. Note: that while we do not specifically solicit or collect information about the name or other personal information of your child, if a school or district provides information about a student, including any personally identifiable information, Possip uses this information in compliance with our agreement with your child's school or district and the provisions of the Family Educational Rights and Privacy Act ("FERPA"), the Children's Online Privacy Protection Act ("COPPA") and any other applicable laws relating to the collection and use of personal information of students.

CALIFORNIA RESIDENTS

Users residing in California are afforded additional rights regarding personal information under California law, including the California Consumer Privacy Act ("CCPA").

Right to Know: You may request a copy of the following related to the information we collect about you:

- The categories of personal information we have collected about you;
- The categories of sources from which the personal information is collected;
- The business or commercial purpose for collecting your personal information;
- The categories of third parties with whom we have shared your personal information; and
- The specific pieces of personal information we have collected about you.

RIGHT TO DELETE

You may request that we delete any personal information we have collected from you.

If you wish to exercise any of these rights, please submit your request via one of the following methods:

by email: possip@possip.com

by mail: 615 Main Street, Nashville, TN 37206

We will respond to your request within a reasonable time frame unless a longer time frame is necessary, in which case, you will be advised accordingly. You may use an authorized agent to submit a right-to-know request or a request to delete.

We do not discriminate against you based on you exercising any of the above rights.

DATA RETENTION

We store data for as long as the information is required to fulfill our legitimate business needs or the purposes for which the information was collected, or for as long as is required by applicable law or regulation.

SECURITY

We take commercially reasonable steps to protect your Personal Information from loss, misuse, unauthorized access, disclosure, alteration, or destruction. You should keep in mind that no Internet transmission is ever 100% secure. In particular, email and text messages sent to you from our Website or our Service may not be secure. You should take care in deciding what information to transmit through email or text messages.

CONTACT INFORMATION

If you have any comments, questions, or concerns about this Privacy Policy, please contact us by emailing [possip@possip.com] or writing to us at [Possip, 615 Main Street, Nashville, TN 37206].

The logo for Possip, featuring a dark blue speech bubble icon on the left and the word "POSSIP" in a bold, dark blue, sans-serif font to its right.

POSSIP