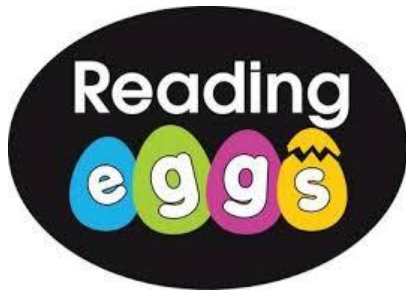


Teacher Documents



Overview: The Reading Eggs program has been developed by a team of teachers, educational writers, animators and web developers. The Reading Eggs program focuses on a core reading curriculum of skills and strategies essential for sustained reading success. It supports what children learn at school and will help to improve student's school results.

Privacy Points for Teachers

(Adapted from the Privacy Policy: <http://readingeggs.com/privacy/> and Terms of Use: <http://readingeggs.com/terms/>)

- By providing personal information to Reading Eggs and having access to their Privacy Policy, either directly or through a business partner or service provider, an individual consents to the Company collecting, holding, using and disclosing personal information in accordance with this Policy.
- Users are not obliged to complete any of their surveys, either as part of the free trial or subscription programs or otherwise. Users are entitled to provide them with a pseudonym if they wish to complete their surveys anonymously.
- Like many websites, Reading Eggs uses cookies to enhance the user's experience and gather information about visitors and visits to their websites. Users can choose to turn off cookies at any time but won't have access to some of the features. Modifying the cookie settings is suggested to have full user capability without prevention of use.
- Reading Eggs does not knowingly collect information from minors in accordance with the Children's Online Privacy Protection Act (COPPA) of 1998. Blake eLearning (creators of Reading Eggs) is committed to the protection of children's online privacy.
- Verifiable consent from the child's parent or guardian is required before collecting, using, or disclosing personal information from a child under age 13. If Reading Eggs intends to collect information about children under 13 years old, COPPA-required information and instructions will be provided by the specific web page that collects information about the child. The web page will specify exactly what the information will be used for, who will see it, and how long it will be kept. If they learn that a minor has submitted information about himself/herself to them, it will be deleted as soon as possible. If a user believes that Reading Eggs has collected Personal Information from a minor, they are required to contact their Customer Service team.
- When a user signs up as a Reading Eggs user, they will receive periodic emails from the company. Users are given the option to opt out of these emails at any time.

- Reading Eggs implements a variety of security measures to maintain the safety of their user's personal information. User's personal information is stored on secure networks and is only accessible by a limited number of people who have special access rights to such systems, and are required to keep the information confidential. When users place orders or access their personal information, Reading Eggs offers the use of a secure server. All sensitive/credit information users supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into their databases to be only accessed as stated above.
- Blake eLearning (creators of Reading Eggs) does not rent, sell, trade, or otherwise transfer their users' personal information to third party sources.
- Blake eLearning (creators of Reading Eggs) will endeavour to keep their privacy policy up to date to reflect any changes needed in accordance with the requirements of the Personal Information Protection and Electronic Documents Act (PIPEDA) and the ten principles set forth in the Canadian National Standard for the Protection of Personal Information. If they decide to change their privacy policy, they will post those changes on their Privacy Policy page. Policy changes will apply only to information collected after the date of the change. The current policy was last modified on April 22, 2014.
- The collection of personal information shall be limited to that which is necessary for the purposes identified by the organization. Information shall be collected by fair and lawful means. Personal information shall not be used or disclosed for purposes other than those for which it was collected, except with the consent of the individual or as required by law. Personal information shall be retained only as long as necessary for the fulfillment of those purposes.
- Reading Eggs may amend or supplement their User Agreement at any time. Users are asked to check Reading Egg's User Agreement each time they access and use Reading Eggs so that they will understand the terms applicable to their access and use of the website. When they make changes to their User Agreement, they will notify their users of the changes by posting the revised version on their website and ask for the user's agreement to it at that time. If the user does not agree to the amended User Agreement, they may not continue to access or use the website.
- Users are responsible for maintaining the confidentiality of their account, and for all activities that occur through the use of their account. Users agree to: immediately notify Reading Eggs/Blake eLearning of any unauthorized use of their account or any other breach of security.
- For the purpose of school online access and licenses; A School is defined as any educational institution. A School subscription to Reading Eggs applies to students of that school attending on a full-time or part-time basis.

Parent Documents

What is Reading Eggs?

The Reading Eggs program has been developed by a team of teachers, educational writers, animators and web developers. The Reading Eggs program focuses on a core reading curriculum of skills and strategies essential for sustained reading success. It supports what children learn at school and will help to improve student's school results.

Why am I using Reading Eggs?

Reading Eggs is a great way for students to review concepts that have been learned in a variety of ways. This includes interactive games with sound and animation. Many kids find this style of learning to be very enjoyable and it is a great alternative to solely providing a reading log.

Risks that could arise

Some personal information is necessary to create a Reading Eggs account. This can be limited to first name and last initial. The teacher sets up the student accounts and then the students log in through the classroom (teacher). The teacher is the only person who has an email associated with the account (classroom) and student completion is stored for monitoring by teacher.

What's 'personal information'?

"People have different standards of what they consider 'personal' information. Sharing over social media has done a fair bit to reset our expectation. Regardless of personal definition, if the information, data, or content could be used to identify you, it's 'personal information' – though professional or business contact information may be treated separately." ¹(Hengstler, 2013). A student's personal information could include: name, date of birth, address, telephone number, email address, educational information, and anything that identifies an individual, including photographs. If any information, data or content could be used to identify you it is then qualified as "personal information".

Why is BC so sensitive to privacy laws regarding data?

"Shortly after the 9/11 attacks on the US in 2001, the American government enacted the United States Patriot Act that allowed the United States government to search private and public data housed on servers on United States soil. At the time, The BC Medical Services Plan was hosting our provincial medical records in the United States. Unions in BC expressed concern over the ability of the American government to search through British Columbian's personal medical records and histories. Ultimately, the rule is: if you transfer or authorize the transfer of your personal information outside of Canada, that data is subject to the laws and practices of the country where it sits – be it the United States, China, or India. (Remember that minors, under the legal care of an adult, cannot authorize such a transfer.) Not all locations have similar notions about your right to privacy. Since cloud computing is a relatively new technology, the laws and best practices governing it are still changing and there is a need to stay current." ¹(Hengstler, 2013)

Changes may occur; this document is current as of terms of service on Sept. 8, 2014. Check with your own school to make sure it meets your school's privacy policy. Review completed by Breanne Quist.

Why is a consent form necessary?

Various provinces in Canada – and other jurisdictions across the world – have enacted laws to protect personal privacy. In BC, the Personal Information Protection Act (PIPA) covers all independent schools. It is one of the most defined privacy protection frameworks in Canada. PIPA states that ‘private bodies’ such as independent schools have defined legal requirements for handling your personal information when it is within their ‘custody’ and ‘control’. Generally, private bodies must make sure that your personal information cannot be stored or accessed outside of Canada without your expressed permission – ‘consent’ (Note: there are certain expectations in the law like data covered by treaties, etc.). PIPA states that your consent must be in writing, state to whom your personal information may be disclosed, and how your information will be used. Also, if you post personal information about others, their permission must also be secured.

What if I don’t want to consent?

You have the right as a parent/guardian to withhold consent to your child using Reading Eggs. Alternate activities will be provided to students in the event that parents/caregivers choose to withhold consent and that selection of an alternate activity will not affect a student’s grade.

^[1] Julia Hengstler is the Educational Technologist with the Faculty of Education at Vancouver Island University & an Instructor in Educational Technology. Please visit this site for more background information about her:
http://www.viu.ca/education/faculty/profiles/hengstler_j.asp

Informed Consent

The Internet offers a world of wonderful new learning opportunities for children. Your guidance and involvement are essential to help ensure that children have a safe and rewarding online experience. Your efforts to ensure responsible online practices will help your children use only appropriate sites and will go a long way toward ensuring that your children have enriching experiences online.

Reading Eggs is a reading log type Web 2.0 tool that allows teachers to set up a classroom and track the progress of all their students. By using the Reading Eggs website, you agree to the Terms of Use and the Privacy Policy.

You child will be using Reading Eggs to:

- Go through reading lessons
- Play word / reading based games
- Access listening activities
- Work on spelling
- Access eBooks for reading comprehension
- Track their reading progress / awards
-

It will be used to help your child with many English skills and learning outcomes, especially reading. There are some guidelines that need to be agreed to in order to have informed consent and be registered as a user:

1. Use of Reading Eggs should be for the intended purposes of your teacher. If your child is not using the Tool in the proper way, or the teacher is concerned about your child's progress, he or she will contact the child and the parent / guardian.
2. Keep your password private.
3. If you believe your child's account has been compromised or hacked, you will report it to the teacher immediately.

Please keep page one for your records and complete page 2 to be sent back to me for my records. Thank you.

Teacher Name

Contact Information

READING EGGS

Please choose one of the following, if you feel that you do not have enough information to make an informed decision, please contact me to discuss further:

My child agrees to the rules for using Reading Eggs

I do not agree to the use of Reading Eggs and I am aware it may result in a course withdrawal or a separate assignment(s).

We understand the privacy risks and management strategies as they have been shared with us.

Parent Signature

Date

Student Signature

Date

Received by teacher on: _____

Metadata

Tool / Resource Name: Reading Eggs

URL: <http://readingeggs.com/>

LMS or Web 2.0 Tool: Tool

Location of Reviewer:

British Columbia, Canada

Reviewer affiliation:

Public School	
Independent School	X
Public Organization	
Private Organization	
Other	

Enrollment Requirements:

First name	P
Last name	P
User name	
Email address	X
Country	X
Street address	
Postal code	X
Phone number	
School / Organization	

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Age	C
Birthdate	
Password	X

Required user information that is displayed

User name	
Email	
Name	C
Avatar	
Location	

Tool Category:

Instructional	X
Informational	
Presentation	
Storage	
Game	
Other	

Grade level:

Primary (K-3)	X
Intermediate (4-6)	
Middle School (7-9)	

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High School (10-12)	
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Subjects / Courses:

Math	
English	X
Science	
Social Studies	
PE	
Health and Careers	
Fine Arts	
Applied Skills	

General information

Open / Closed	Closed
Server location	US.
Tool privacy policy URL	http://readingeggs.com/privacy-canada/ Last updated April 2014
Tool terms of service URL	http://readingeggs.com/terms/ Last updated Sept. 6, 2011
Minimum age requirement	None
iOS app	X
Android app	X

Changes may occur; this document is current as of terms of service on Sept. 8, 2014. Check with your own school to make sure it meets your school's privacy policy. Review completed by Breanne Quist.