

Teacher Documents



Overview: Reading Eggspress is designed to build reading and comprehension skills, for students in grades 2-7 (7-13 years). Using a highly engaging virtual world, children are instantly involved and interested. They explore a virtual world with a wide variety of both learning and fun experiences. The range of activities motivates students to return regularly to complete lessons, compete against others, earn more rewards and improve their skills.

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 Eggspress 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 Eggspress 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 Eggspress 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 Eggspress) 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 Eggspress 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 Eggspress has collected Personal Information from a minor, they are required to contact their Customer Service team.
- When a user signs up as a Reading Eggspress user, they will receive periodic emails from the company. Users are given the option to opt out of these emails at any time.

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.

- Reading Eggspress 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 Eggspress 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 Eggspress) does not rent, sell, trade, or otherwise transfer their users' personal information to third party sources.
- Blake eLearning (creators of Reading Eggspress) 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 Eggspress 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 Eggspress 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 Eggspress/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 Eggspress applies to students of that school attending on a full-time or part-time basis.