



## CAREER CONNECT PRIVACY NOTICE

*Last updated on December 16, 2024*

Career Connect is a web-based application (our “**App**”) owned and operated by Discovery Education, Inc. (“**Discovery Education**”, “**we**”, “**us**”, “**our**”). This **Privacy Notice** describes the collection, use, retention, and sharing practices of Discovery Education when you interact with us through our App. Please see Discovery Education’s general [Privacy Policy](#) for information regarding its processing of personal information with respect to its website ([www.discoveryeducation.com](http://www.discoveryeducation.com)) and other products and services.

As used in this Privacy Notice, “**personal information**” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular person.

### PERSONAL INFORMATION WE COLLECT AND WHY

We collect personal information in a variety of ways, either directly from you, your employer (the subscriber to our App), or from our service providers who work with us to provide our App. Specifically, this occurs in the following instances:

If you are an employee of a corporate subscriber (“**Corporate User**”):

- **Invite you to create a Corporate Profile.** When your employer subscribes to our App, we collect, from your employer, your *identifiers* (name, email address). We use this information to send you an invitation to set up your Corporate Profile.
- **Create a Corporate Profile.** When you create your Career Connect profile (“**Corporate Profile**”), we collect, from you, your *identifiers* (full name, preferred name, pronouns (optional), city and state), your *protected classifications* (gender (if you choose to provide them), your *sensitive protected classifications* (race, ethnicity (if you choose to provide them), your *professional or employment-related information* (employer, position/title, industry, employment level, tenure with your employer, volunteer status), any other information you choose to include in your bio paragraph, and your *visual information* (profile photo). When compiling your profile you should be aware that your profile is visible to all users of the App. We use this information to: (i) create and manage your Corporate Profile; (ii) authenticate access; (iii) communicate with you in-App and via email for scheduling classroom sessions or send you other organizational messages; (iv) request your feedback on our App or your volunteer experience; and (v) send you promotional, or marketing communications related to Career Connect services if you opted in to receiving such communications. Educator Users (defined below) may conduct sessions, usually, via Zoom and send you



video conferencing invitations utilizing Zoom. To this end you may need to create a Zoom account. Zoom does not use any data conveyed through the session to train its AI but does use your account information in accordance with [Zoom's Privacy Statement](#). Please review their privacy notice and terms of use or those of any other service that may be utilized before signing up.

If you are an employee of a school or school district subscriber (“Educator User”):

- **Create an Educator Profile.** When you create your Career Connect profile (“**Educator Profile**”), we collect, from you, your *identifiers* (name and email address) and your *professional or employment-related information* (school or school district, job title, grade level). We use this information to: (i) create and manage your Educator Profile; (ii) authenticate access (via a third party provider); (iii) communicate with you in-App and via email about your requests and for scheduling classroom sessions; (iv) request your feedback on our App; and (v) send you promotional, marketing or organizational communications related to Career Connect services if you opted in to receiving such communications. However, you may opt out at any time by clicking the “unsubscribe” link included within each promotional communication you receive from us.

If your school, school district, is an existing subscriber of Discovery Education’s other K-12 EdTech products and services, we will import your existing profile information for ease of setting up your Educator Profile, in which case we will enable you to review, confirm, and/or update your information.

Whether you are a Corporate User or Educator User:

- **Participate in a recorded classroom session.** In rare instances, virtual classroom sessions may be recorded by Discovery Education. If a virtual classroom session is to be recorded by Discovery Education, we will notify all on-screen participants in advance and obtain any necessary consents before the recording begins. When you elect to participate in a recorded virtual classroom session, we collect, from Zoom, your *audio and visual information* (audio and video recording). We may use this information to prepare training materials for our Discovery Education employees, Career Connect Corporate Users and Educator Users or in connection with marketing opportunities. Please note that if students participate or are visible in the recording, we will obtain the necessary parental consents *prior to the recording* of any virtual classroom session. Discovery Education does not record virtual classroom sessions without explicit notice and consent.
- **Interact with our App.** When you interact with our App, we automatically collect your *internet or other electronic network activity* (usage data: time spent in our App; number of sessions; pending, accepted, and completed requests; volunteer hours; aggregate number of students reached (this is calculated from the classroom size provided by the applicable Educator User in each request), device information (IP address, device ID, operating system)) via essential, performance, advertising, and analytics cookies. We use



this information to: (i) provide you our App; (ii) personalize your experience while using our App (e.g., suggest Educator Users or Corporate Users that align with your request (as applicable), and content relevant to the subject(s) you teach); (iii) conduct analytics to provide reports for our schools and our clients; to improve our App and to develop new features and functionalities; (iv) prevent fraudulent use of our App and detect unlawful activity; and (v) diagnose and repair App errors, and, in cases of abuse, track and mitigate the abuse.

- **Interact with Email.** We may use tracking in our emails that indicates whether you open an email and your interaction with email content, access times, error logs, and other similar information.

Note that we aggregate and anonymize the data we collect for benchmarking purposes and for internal analytics. We maintain and use this data in deidentified form. We will not attempt to reidentify the data, unless it is necessary to determine whether our deidentification processes satisfy applicable data protection laws.

Discovery Education will also use the personal information we collect as described in this section to comply with the law, to efficiently maintain our business, and for other limited circumstances as described in **HOW WE SHARE YOUR PERSONAL INFORMATION**.

## **HOW LONG WE RETAIN PERSONAL INFORMATION**

Unless otherwise stated in this Privacy Notice, we retain your personal information (i) for as long as the relevant Career Connect profile exists, (ii) until we no longer need your information to fulfill the purposes for which we collected it, or (iii) until we receive a valid request to delete the information, in which case we will delete or anonymize the information within 60 days after receiving the request.

Upon expiration or termination of your employer's subscriber agreement, Discovery Education destroys personal information previously received from you and/or your employer no later than 60 days following such expiration or termination, unless a reasonable written request is submitted by you or your employer to us to hold such information. However, we may need to use and retain your personal information for longer than the periods indicated above for purposes of:

- **Compliance with our legal obligations.** For example, retaining your records for the purpose of accounting, dispute resolution, and compliance with labor, tax, and financial regulations.
- **Meeting our safety and security commitments.** Such as keeping our properties secure and preventing fraud.
- **Exercising or defending legal claims.** We also may need to retain personal information for longer than the periods indicated above in order to respond to legal process or



enforceable governmental requests, or to enforce our contracts or [Terms of Use](#), including investigation of potential violations.

## HOW WE SHARE YOUR PERSONAL INFORMATION

### A. General Sharing

Discovery Education shares personal information as described in the **PERSONAL INFORMATION WE COLLECT AND WHY** section, and generally in the following instances:

- **With other App users.** If you are a Corporate User, your user profile, will be visible to other users of our App, your employer, and to educators. You may opt out of sharing your volunteer status and professional bio with other career professionals on our App. You may also opt-out by emailing us at [privacy@discoveryed.com](mailto:privacy@discoveryed.com).
- **With your employer.** If you are a Corporate User: We share with your employer user engagement data with our App (including total number and a breakdown of volunteer hours, scheduled requests, active employees, and aggregate number of students reached (this is calculated from the classroom size provided by the applicable Educator User in each request). If you are an Educator User: we share with your school or school district information regarding your usage and engagement in the platform (e.g. pages visited, types of occupations involved, scheduled requests, number of students reached etc.). We share aggregate information to produce reports for our clients and schools and to improve our services.
- **In the event of a corporate reorganization.** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We will also share personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.
- **For legal purposes.** We share personal information where we are legally required to do so, such as in response to court orders, subpoenas, governmental/regulatory bodies, law enforcement or legal process, including for national security purposes. We may share your information with our legal advisors or auditors to establish, protect, or exercise our legal rights or as required to enforce our terms of use or other contracts or to defend against legal claims or demands. We also share this information with third parties as necessary to: detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; to comply with the requirements of any applicable law; or to comply with our legal obligations.



- **With your consent.** Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time with effect going forward by emailing us at [privacy@discoveryed.com](mailto:privacy@discoveryed.com).

## **B. Sharing in the Last Twelve (12) Months**

**For a business purpose.** In the preceding twelve (12) months, Discovery Education has disclosed the following categories of personal information for a business purpose to the following categories of third parties:

- We have disclosed your *identifiers* to service providers that assist us in providing our App. These service providers assist us with the following: IT support; data hosting; data analysis; data warehousing; application development; customer service; communications platforms; professional services (lawyers, bankers, insurers, auditors, accountants); video conferencing; in-App messaging; certain features and functionalities within our App; and similar services.
- We have disclosed your *internet or other electronic network activity information* collected by cookies to our IT support to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to identify and repair the Services and platform errors.
- We have disclosed your *internet or other electronic network activity information* collected by trackers to our cookie management provider.

## **C. Sale of Personal Information**

In the preceding twelve (12) months, Discovery Education has not sold information related with the App.

## **YOUR INFORMATION CHOICES**

You can view or correct certain information by accessing by accessing your Career Connect profile or Discovery Education Experience profile, as applicable.

## **STATE PRIVACY RIGHTS**

To the extent that a data protection law applies to our processing of your personal information, you are entitled to certain rights. The below applies to our use of your data for the management of your account (profile information). Any requests regarding other data should be made to your employer (school or corporate employer) and we will work with them to facilitate your request.



- **Right to Access/Know.** You can access your account information by accessing your Career Connect profile or Discovery Education Experience profile, as applicable. You have the right to request what personal information we have collected, used, disclosed, and sold about you, unless doing so proves impossible or would involve disproportionate effort.
- **Right to Deletion.** You can delete some information in your profile by accessing your Career Connect profile or Discovery Education Experience profile, as applicable. If you want to have your profile deleted, please discuss with your employer and we will work with them after receiving a formal request from them.
- **Right to Correct.** You can correct or modify information by accessing your Career Connect profile or Discovery Education Experience profile, as applicable.
- **Right to Non-Discrimination.** You have the right to not receive discriminatory treatment if and when you exercise your privacy rights under the law.
- **Right to Limit Use of Sensitive Personal Information.** You have the right to limit the use of your sensitive personal information when such use goes beyond that which is necessary for providing our App or certain other permissible purposes like fraud, customer service or quality control. We do not use your sensitive information for any such purposes and providing it is strictly voluntary.

In certain states you also have the right to:

- **Right to Know/Appeal Inaction.** If you submit a request to exercise any rights under the CPA and we do not take action on your request, we will inform you of our reasons for not taking action. You can appeal by emailing us at [privacy@discoveryed.com](mailto:privacy@discoveryed.com).

To exercise these rights, you may submit a request via email at [privacy@discoveryed.com](mailto:privacy@discoveryed.com) or call toll-free 1-800-323-9084. Please indicate your state of residence upon submission of your request.

For requests submitted via telephone, you must provide us with sufficient information that allows us to reasonably verify you are the person about whom we collected the personal information and describe your request with sufficient detail to allow us to properly evaluate and respond to it. In doing so, we will take steps to verify your request by matching information provided by you with the information we have in our records. If we are not able to verify your identity for access and deletion requests with the information provided, we may ask you for additional pieces of information.

Only you, or a person that you authorize to act on your behalf may make a request related to your personal information. If you are an authorized agent making a request on behalf of another



individual, you must provide us with signed documentation that you are authorized to act on behalf of that individual.

We will try to act on your request within 45 days or quicker if local law requires. You will be notified of receipt of your request within 10 days. Occasionally it could take us longer than 45 days if your request is particularly complex or if you have made a number of requests. In this case, we will notify you and keep you updated.

## **NOTICE FOR NEVADA RESIDENTS**

Certain Nevada consumers may opt out of the sale of “personally identifiable information” for monetary consideration (as defined under Nevada law) to a person who in turn licenses or sells such information to another person. We don’t currently sell or provide your personal information in this manner. However, to opt out of the sale of your personal information in the future, you may submit a request to us via email to [privacy@discoveryed.com](mailto:privacy@discoveryed.com). Proof of identification may be required before such a request is granted.

## **DO NOT TRACK**

We do not respond to Do Not Track requests. Do Not Track is a preference you can set in your web browser to inform websites and mobile applications that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

## **EMAIL CHOICES**

You can opt out of marketing or advertising emails by following the unsubscribe process included in the promotional email. You can opt out of direct communications regarding your Career Connect account by logging into your Career Connect account and indicating your preference. You may also request to opt out of marketing or advertising emails by contacting us at [privacy@discoveryed.com](mailto:privacy@discoveryed.com). Please keep in mind that you if you opt out of receiving marketing messages, you will still receive transactional and service-related emails from us (such as emails related to your volunteer activity on Career Connect, password reset requests, reminder emails you have requested, updates to our terms and policies and other similar communications essential to your transactions on the App) that may be necessary for us to make the App available to you or respond to your inquiries.

## **INFORMATION SECURITY**

Discovery Education maintains ISO 27001 certification. We implement appropriate technical and organizational security measures, such as access controls and encryption, to protect the personal information that we collect and maintain from unauthorized access, destruction, use, modification,





or disclosure. Additional measures include firewalls, multi-factor authentication via single sign on, malware protection, regular staff training, and robust incident response procedures. However, no security measure or modality of data transmission is 100% secure, and we are unable to guarantee the absolute security of the personal information we have collected from you.

## **CHILDREN'S PRIVACY**

Our App is not intended for use by children under the age of 18 or the equivalent age specified by law in your jurisdiction. We do not knowingly collect personal information from children in providing the App. When children under 18 are involved in a public event or a recording we provide the notices and procure the consents required by law.

## **CHANGES TO THIS PRIVACY NOTICE**

We may amend this Privacy Notice in our sole discretion at any time. If we do, we will post the changes to this page and will indicate the date the changes go into effect. We encourage you to review our Privacy Notice to stay informed. If we make changes that materially affect your privacy rights, we will notify you by prominent posting on our App and/or via email, and obtain your consent, if required.

## **CONTACT US**

If you have any questions or concerns regarding this Privacy Notice, please contact us at:

Discovery Education, Inc.  
Attn: Legal Department  
4350 Congress Street, Suite 700  
Charlotte, NC 28209  
Email: [privacy@discoveryed.com](mailto:privacy@discoveryed.com)  
Tel: 1-800-323-9084