

Hi there!

Before you log in to or otherwise access your child's ClassDojo account, you should know what information we will collect from them. Scroll down to view our full Direct Notice disclosure, but here are the highlights:

- You will only give consent once for any child you create an account for (including additional children you later create an account for) or allow to access any part of the ClassDojo service (the "Service") or allow to log in to their ClassDojo accounts previously created in school by their teacher. You will not see this notice again for additional children you add.
- We never post or share your child's personal information publicly, unless your child's teacher has explicitly chosen to do so (or to allow your child to) on [Class Story or School Story](#) (under what is commonly known as "[school consent](#)" under the Children's Online Privacy Protection Act (COPPA)). Class Story and School Story are only viewable to those parents, students, teachers, and school leaders connected to your child's school.
- If you have given your consent and your child visits the ClassDojo [Dojo Islands](#), some of their information may be seen by other children also playing in Dojo Islands (including their classmates), but not the general public. Please see [here](#), for more details on what other children may see about your child while in Dojo Islands and how children can interact with each other. Your child may also interact with the [ClassDojo Shop](#) while in Dojo Islands, including customizing their ClassDojo monster. Additionally, your child's teacher may allow students to utilize Dojo Islands in the classroom prior to your parental consent under what is commonly known as "[school consent](#)" under COPPA.
- If your child is using [Dojo Islands](#), or you or your child are using some of our [Premium Features](#), or [Family Messaging](#), some of your child's data, including what may be considered [Student Data](#) or education records under the [Family Educational Rights and Privacy Act](#) (FERPA), will be used and shared between in school and out of school use (use not in connection with a school) and you are consenting to this use and sharing. See our [FAQ](#) for more information on Dojo Islands and our [FAQ](#) for more detail on what information is shared between Outside School Child Accounts and Student Accounts
- Learn more about how we protect you and your child's privacy at [classdojo.com/privacycenter](https://classdojo.com/privacycenter).

[View ClassDojo Privacy Notice for Children](#)

This disclosure for parents ("Direct Notice") provides important information you should consider when allowing your child (or children) access to certain ClassDojo features when choosing to set up your child's ClassDojo account or to allow them to log in to accounts previously created in school or to otherwise access the Service. Please note that you will only be giving consent

once and that it will also apply to any children that you subsequently allow future access to ClassDojo accounts or the Service after your consent. We explain the information we collect for your child's use of ClassDojo below. In order to create an account for your child or otherwise allow your child access to the Service, you must review this Direct Notice of disclosure (including the [ClassDojo Privacy Policy](#)) and give your consent below. ClassDojo will not knowingly collect, use, or disclose your child's personal information unless you've provided this consent\*.

We will ask for your consent before we make any material changes to the practices described in this Direct Notice of disclosure (including the ClassDojo Privacy Policy). Read more about how ClassDojo protects students in the [Privacy Center](#). Please also see our [short video](#) for students that highlights the most important details in our Privacy Policy that they should know about.

**ClassDojo May Collect the Following Information from Children Using the Service With an Account:**

- Name
- Birthday
- Email address
- Parent email address (to get your consent and contact you about your child's account)
- Unique student code (if the teacher has chosen to let students log in with a username/password)
- A unique username and password
- QR code login data
- Monster Avatars, including the child's customization of their avatar
- Photos
- Videos, including voice and audio information
- Uploaded files or documents, like a presentation for class
- Written notes, like journal entries
- Responses to teacher comments posted (or activities assigned) on their Portfolios
- "Likes" or comments on content on Portfolios, [Class Story](#), and [School Story](#)
- Contents of communications between children - such as messaging within the app or [Dojo Islands](#) that includes the ability to share photos and videos with other children
- [Dojo Islands](#) activity, including the child's monster avatar, monster parts unlocked, levels completed, building activities, slime or points earned and other accomplishments and product events inside Dojo Islands (e.g. what activities inside the Dojo Island a child has completed along with their score (e.g. 200 slime earned for completing an adventure); how many times (or how) the child has decorated their own monster or class or home island; and an inventory of building parts and actions)
- [ClassDojo Shop](#) activity, including what virtual items have been acquired or unlocked, how virtual currencies have been earned and other product events inside the ClassDojo Shop to track progress
- IP address
- Cookie and other similar technologies

- Device-specific information, such as device ID, device type and operating system and a device token (to send push notifications)
- Mobile application information, such as application version, history, and crash status
- Server log information and product event data (e.g., to track progress or internal analysis on product usage)
- Location information, but not precise geolocation
- Online status

The device and application related data is collected from the device and application being utilized to give the child access to ClassDojo accounts (e.g., the parents device if the child is utilizing the parent's device, or the child's device if they are logging in separately on their own device).

Please see [this chart](#) for the detailed categories of information we collect from each user type as well as [this chart](#) for more detail on our mobile app permissions.

### **Information Collected from Teachers or Parents Combined with Children's Data**

Your child's teacher may have provided your child's first and last name, student grade, class name, and school name and location, in which case that information will also be linked to his or her account along with any [feedback points](#) the teacher has given in school to your child, any content (including photos and videos) added to your child's portfolio or Class Story or School Story by the teacher, and any activities assigned by the teacher or comments from your child's teacher on these activities. Your child's feedback points can only be viewed on ClassDojo by your child, the teacher who awarded them, your connected parent accounts (if the teacher has elected to show them to you), and other teachers or school leaders the class is shared with. If the teacher chooses to display totals to the class, other students in the class may be able to see each other's aggregated totals (but not individual feedback points).

Additionally, if not previously provided by your child or your child's teacher, when creating your child's [Student Account](#) or [Outside School Child Account](#), you may provide your child's name and date of birth or age. You may also provide home points for activities both in school and non-school related (e.g. your child cleaning their room) ("Home Points"). These Home Points will also be linked with the feedback points that your child's teacher gives. The combined set of points may be [redeemed](#) by your child, including in the [ClassDojo Shop](#), and all rewards, goals, and points given (at home or in school) are collected by ClassDojo and used by ClassDojo to provide the Service, including to send push notifications or other in-app notifications to your child and for internal analytics on product usage. These Home Points are only viewable by the connected parent account(s) and the child using their [Student Account](#) or [Outside School Child Account](#) and are not viewable by the child's teacher or other students. For all points (Home Points or feedback points in school) and the reports generated that show these points, we also collect product events (e.g., the number of points given, skill, which reports are viewed, etc.). These are collected to provide the Services, including for internal analysis on product usage and quality. We may also use it to track progress in the Service, and for sending push or email

notifications to the parent's, teacher's, or student's device to encourage them to take certain actions in the ClassDojo Service.

### **Visibility of Children's Personal Information**

Please note that we do not knowingly post any of your child's personal information publicly online unless your child's teacher has explicitly chosen to do so (or allow your child to) on [Class Story or School Story](#) (under what is commonly known as "[school consent](#)" under the Children's Online Privacy Protection Act (COPPA)). These Stories are only viewable to those parents, guardians, students, teachers, and school leaders connected to your child's school. Any content uploaded by your child, or your child's teacher (including teacher and student comments) on their portfolio while the Service is utilized in school, can be viewed by you once your child's teacher has approved the content. Please note that comments posted by your child on Stories are not approved by your child's teacher before being posted, but your child's teacher must first choose to [turn on](#) the commenting feature for students and can delete comments.

Additionally, if you have given your consent and your child visits the ClassDojo virtual world with their ClassDojo Monster where they can engage in various activities and interact and communicate with other children (including their classmates ("[Dojo Islands](#)"), some of their information may be seen by other children also playing in Dojo Islands, but not the general public. Please see [here](#), for more details on what other children may see about your child while in Dojo Islands and how children can interact with each other. Your child may also interact with the [ClassDojo Shop](#) while in the Dojo Island, including customizing their ClassDojo Monster. Additionally, your child's teacher may allow students to utilize Monster Island in the classroom prior to your parental consent under what is commonly known as "[school consent](#)" under COPPA.

### **Retention of Children's Personal Information**

We will not retain a child's [personal information](#) for any longer than is necessary for [educational purposes](#) or legal obligations, or to provide the Service for which we receive or collect the child's personal information, including if a child's parent directs us to retain certain content by electing to purchase our [Memories](#) feature. Additionally, we only keep a child's personal information for as long as his or her Student Account or Outside School Child Account is [active](#), unless we are required by law or the child's school (for Student Accounts) to retain it, need it to ensure the security of our community or our Service, or to enforce our Terms. "More specifically, ClassDojo operates a data protection policy to protect all students' (not just users under 13) and children's information ("Student Data Protection Policy")::

1. One year deletion policy for feedback points: To protect students, ClassDojo sets limits on how long students' [feedback points](#) given in the classroom are retained. For all students, feedback points older than 12 months are automatically deleted. This means feedback points cannot exist long-term. Teachers can also delete feedback points at any time. For more information on Home Points, please see our [FAQ](#).

2. Deleting inactive Student Accounts: If a student's Student Account is [inactive](#) for twelve months or more (meaning no teacher has given feedback to the student, added content to a student's portfolio, or messaged with the student's parent(s), and neither the parent(s) nor the student has logged into their accounts), ClassDojo will automatically delete the Student Account. Learn more about how we delete Student Accounts [here](#). Please note that certain content 1) within a Student Account or student portfolio (uploaded by the student, teacher, or parent), such as photos, videos, Student Activity Responses or Portfolio Comments, or 2) uploaded by a teacher, school leader, parent, or student through Class Story or School Story may be kept after deletion of a Student Account as we are required to retain these at the direction of the school (e.g., for legal compliance reasons such as maintenance of "education records" under FERPA or "[Student Data](#)" under state student privacy laws or equivalent laws internationally). This content may also have been selected by you as the student's parent to be retained by us through your purchase of our [Memories](#) feature. Please see our [FAQ](#) about how to request deletion of this content. For more information on the deletion of content related to our Premium Features or Outside School Child Accounts (and not school-based Student Accounts or content), please see our [FAQ](#). ClassDojo will also [delete inactive](#) Outside School Child Accounts after 12 months.

Please see our [Information Transparency chart](#) for more details on specific retention periods.

### **Access, Correct or Delete Children's Personal Information**

You may access your child's information to correct, update, request deletion or further collection and use of their information by contacting us at [privacy@classdojo.com](mailto:privacy@classdojo.com) or 735 Tehama Street, San Francisco, CA 94103 or by contacting us [here](#). Please note, however, some content within a [Student Account](#) will be kept after deletion of the account for school legal compliance reasons (e.g., maintenance of "education records" under the [Family Educational Rights and Privacy Act](#) (FERPA) or "[Student Data](#)" under state student privacy laws or equivalent international laws) and will not be deleted until we receive direction from the school. If you would like this information deleted, please reach out to your child's school first.

### **Sharing of Student Data or Educational Records for Non-School Use**

If your child is using [Dojo Islands](#), or you or your child are using some of our [Premium Features](#), some of your child's data, including what may be considered [Student Data](#) or education records under the [Family Educational Rights and Privacy Act](#) (FERPA), will be used and shared between in school and out of school use (use not in connection with a school) and you are consenting to this use and sharing. See our [FAQ](#) for more information on Dojo Islands and our [FAQ](#) for more detail on what information is shared between Outside School Child Accounts and Student Accounts.

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\*Note that your child's school may have acted as your agent and consented on your behalf prior to you setting up your child's school account or otherwise allowing them access to the

Service as is allowed under COPPA - commonly referred to as "[school consent](#)." Please read more in our [Privacy Center](#) and [FAQ](#). If so, and the teacher is allowing students to use ClassDojo, including to access their portfolio or [Dojo Islands](#), then the information listed above may have been previously collected prior to your consent here. Please contact your child's teacher if you have any additional questions. Any [Student Account](#) created by (1) you on your child's behalf; (2) your child's teacher on your child's behalf; or (3) your child will be linked together as one Student Account (these are not different accounts).

Additionally, for technological reasons, if your child's teacher has not previously consented on your behalf through "[school consent](#)," we may collect IP address and device-specific information (including device tokens used for sending push notifications) prior to obtaining your consent, but will only use this information for the purpose of providing support for the internal operations of our Service prior to receiving your consent. We will also not send out any push notifications until parental consent is given and if we do not receive parental consent, we will delete the device tokens within 7 days of collection. Read more in our [FAQs](#) here.

**Check Box language:**

**I agree to the above terms and consent to the use of some my child's [educational records](#) to be used by ClassDojo with [Dojo Islands](#) and [Family Messaging](#) for non-school purposes. For more information see our [FAQ](#) for Dojo Islands as well as our [FAQ](#) for more detail on what personal information is shared between Outside School Child Accounts and Student Accounts.**

