



Privacy Notice - Studyzone.tv

Last updated 10 March 2018

Preamble

The purpose of this privacy notice is to outline the data Studyzone.tv collects about its users and visitors and how this data is stored, processed and used. Alongside our Data Protection Policy, this policy will help you feel assured as a school, teacher, learner or parent that your data is safe and processed responsibly.

The data we collect

Data on our visitors and users is collected in a number of ways and for a range of purposes. Data is collected when a user registers, logs in or carries out an activity or task on the website. In addition to this, some anonymous activity is also tracked for users who are either not logged in or not registered with the site.

Registrations

When a user registers, we collect some personal information to enable us to identify, address and contact the individual.

For teachers and family users, this information includes:

- Name
- Username
- Email address
- Password
- Organisation

For students whose account is created by a school or parent, this information includes:

- Name
- Class (where applicable)
- Password

Payments

Some users choose to pay for premium content using an online payment method. This is handled through a third party payment merchant, called Stripe. Their system ensures no payment information is shared with Studyzone.tv in any way, other than the last four digits of the payment card and the expiry date.

Website Activity

When a user visits a page on the website, this information is logged to enable us to see which pages are most popular. The information that is collected includes:

- Date and time
- The title of the page visited
- For lesson pages, the lesson ID of the lesson
- For games and resource pages, the resource ID of the resource
- The user ID of the individual who is logged in and accessing these pages. If no user is logged in, this data is not collected
- The IP address of the user's device

Video Activity

To enable us to deliver a rich user experience, all video activity is logged. The information that is collected includes:

- Date and time
- The lesson ID of the lesson the video is related to
- The duration (in seconds) of video that is viewed
- The user ID of the individual who is logged in and accessing these pages. If no user is logged in, this data is not collected
- The IP address of the user's device

Game Activity

To enable us to deliver a rich user experience, all game activity is logged. The information that is collected includes:

- Date and time the game was started
- Date and time the game was ended
- The resource ID of the game being played
- The score
- The total number of questions answered
- The percentage of questions that were answered correctly
- The user ID of the individual who is logged in and accessing these pages. If no user is logged in, this data is not collected
- The IP address of the user's device

In addition, as part of a multiplayer game, certain information is shared between game players. This includes:

- The first name and first initial from the surname of all players, for example 'Fred B'
- The total score for each player within that game
- The ranking of each player within that multiplayer game bout

Student Groups

Students may be placed into groups by teachers or teaching assistants; this makes it easy to set and manage homework or review activity for a group of students. A group name will be assigned by the teacher or teaching assistant to help them differentiate between groups. The group name is only visible to the teacher who created the group.

Homework

Teachers or teaching assistants may assign homework to individuals or groups of students. Homework that is assigned may include one or more of the following:

- A title
- An activity description - this could be the default description for that activity, or a description entered by the teacher or teaching assistant
- Competition criteria, including 'total questions answered', 'total duration played' or 'minimum average percentage correct'

How we use your data

Data is used to enrich the experience for visitors to the site. Detailed below is an overview of how data from each source is used.

Registrations

Registration is required to unlock some premium content within the site. For users who are logged in, a check is carried out to ensure they have the required rights to access the requested resources. This could include them having an active subscription or trial, or having the required level of access, such as being a teacher or a pupil.

Website Activity

Website activity allows us to see which pages and resources are the most popular, helping us improve what we have on offer. If a user registers and starts a free trial, the number of printable resources they download is monitored and limited to ensure *fair use* during that trial period.

Website activity is also used to review how active certain users are. If the user has opted in to email notifications, an email may be sent if the user has a period of inactivity.

Video Activity

Video viewing activity is tracked to allow us to see which videos are the most popular, helping us improve what we have on offer. For users who make use of our automated learning pathways, video view durations are used to calculate whether a user is ready to be moved on to the next stage of learning; have they watched the required length of video?

If the user has opted in to email notifications, an email is sent detailing the users in their school who have viewed the most videos.

Game Activity

Game play activity is tracked to allow us to see which games and activities are the most popular, helping us improve what we have on offer. For many of our games, the outcomes of questions are used to identify further questions that need to be asked. For example, users who keep making a mistake with 7x5 will keep being asked 7x5.

For users who are set homework on Studyzone.tv, or who are working through their automated learning pathways, the outcomes from a game are used to determine whether the homework or learning pathway step have been completed. Depending upon the homework criteria set by the teacher, this data may be used to answer one or more of the following questions:

- Has the user played the game for enough time?
- Has the user answered enough questions?
- Has the user achieved a high enough average percentage accuracy?

Schools may activate leader boards for their students. For each game, this displays a leader board for the 'last 7 days' and 'all time'. The leader board displays the top three students in the school (based upon their score in that game), along with the position of the logged in student.

If the user has opted in to email notifications, an email is sent detailing the users in their school who have achieved the top scores in online games.

Student Activity Mailings

For users who opt in to email notifications for student activity, regular emails will be sent summarising student activity for a given period of time (known as the *review period*). This will include:

- the names and total questions answered of the most active users who play games during the review period
- the names and total viewing duration of the most active users who watch videos during the review period
- the badges awarded to students during the review period

How we protect your data

We take your privacy and the privacy and safety of your children/students incredibly seriously. We therefore take a number of precautions to protect your data. More detailed information can be found in our Data Protection Policy. Here is a summary of the key measures we take:

- all data is stored in a secure server at a UK based data center
- data is backed up daily
- all data is transferred using secure transport methods (SSL)
- all data stored on staff computers is password protected
- printed data is kept to a minimum and is stored in a locked environment

We will never sell your data or share it with a third party without your prior written consent.

The Data Controller at Studyzone.tv is Chris Thomas. For more information please contact Studyzone.tv via the contact details shown below.

GET IN TOUCH

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