

Excel/High5.ID Privacy Policy

Last updated: 2020 10 13. Effective Date: 2020 10 13

Excel/High5.ID is a bundle of solutions offered by Excel Photographers located in Sacramento, CA – in this document referred to as “Excel/High5.ID”, “us” or “we”. The user of our solutions may be a School, School District, Company, or other group – in this document referred to as “the Organization”, or “you”. People associated with the Organization may include employees, students, visitors – in this document referred to as “Individuals”. A reseller or agent selling or representing our Solution may be a photography studio, independent agent, or other type of relationship – in this document referred to as the “Teammate”.

This privacy policy applies to our Excel/High5.ID website and to the Excel/High5.ID platform (our “Solutions”) and describes the steps we take to protect your data.

We strive to be transparent in our data collection and use practices. This document describes the personal information we may collect.

1. HOW WE COLLECT AND USE INFORMATION

We collect the following types of information:

- **Information about Organizations:** We ask for certain information when an Organization representative registers with Excel/High5.ID, or if the representative corresponds with us online, including a name and address for the Organization, and a name, email address, and phone number for the contact. We also store an account name, password, and message content. We may also retain information provided by an Organization if the Organization sends us a message, posts content to our website or through our Solutions, or responds to emails or surveys. Once an Organization begins using our Solutions, we will keep records of activities related to the Solutions. We use this information to operate, maintain, and provide to the features and functionality of the Solutions, to analyze our Solutions offerings and functionality, and to communicate with Organizations and Website Visitors.
- **Individual Data:** Excel/High5.ID may have access to personally identifiable information about Individuals (“Individual Data”) in the course of providing its Solutions to an Organization. Examples of such information may include name, photograph, employee or student number, grade, phone number, email address, guardian contact information. We consider Individual Data to be confidential and do not use such data for any purpose other than to provide the Solutions on the Organization’s behalf. Organizations may allow Individuals to log into the Solutions. In that instance, the Organization provides each Individual with login credentials and confirms that it has obtained appropriate parental consent, as needed, before the Individual is permitted to access the Solutions. We receive Individual Data only from the Organization or the Individual’s use of the Solutions.

Excel/High5.ID has access to Individual Data only as authorized by the Organization and only for the purposes of performing support to Solutions on the Organization’s behalf. If you are an Individual or the parent of a minor Individual and have questions about the Organization’s use of technology providers like Excel/High5.ID, please contact your Organization.

Excel/High5.ID does not perform “data mining” activities as it pertains to the analysis and aggregation of Individual Data for the purposes of sharing or selling to third parties. Items or services offered for sale are only offered with the express authorization of your Organization.

We only perform data analysis and aggregation routines to support the use of metrics and reporting capabilities within the Solutions. These results are only visible to authorized Organization users.

We automatically collect certain types of usage information when visitors view our website or use our Solutions. We may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets us help you log in faster and enhance your navigation through the site. A cookie may also convey information to us about how you use the Solutions (e.g., the pages you view, the links you click and other actions you take on the Solutions), and allow us to track your usage of the Solutions over time. We may collect log file information from your browser or mobile device each time you access the Solutions. Log file information may include anonymous information such as your web request, Internet Protocol (“IP”) address, browser type, information about your mobile device, number of clicks and how you interact with links on the Solutions, pages viewed, and other such information. We may track Individual responses to communications including their interactions with SMS, email or other interactive content. This information allows for more accurate reporting and improvement of the Solutions. We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Solutions. We do not allow third party advertising networks to collect information about the users of our Site or Solutions.

We may use the data collected through cookies, log files, device identifiers, and other tools to: (a) remember information so that a user will not have to re-enter it during subsequent visits; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our Solutions; (d) monitor aggregate metrics such as total number of visitors, traffic, and usage on our website and our Solutions; (e) provide reporting to Organizations per their requirements, (f) diagnose or fix technology problems; and (g) help users efficiently access information after signing in.

2. HOW WE SHARE YOUR INFORMATION

Excel/High5.ID do not rent or sell Individual Data to third parties for marketing purposes. Excel/High5.ID will not share or disclose an individual’s confidential information for any purpose unrelated to the safety of that individual via the normal fulfillment of our obligations to client Organizations. Examples of sharing include:

- We may share information with companies that provide us with technology solutions (e.g. SMS broadcasting); this is done strictly for the purpose of carrying out their work for us and only to the minimum required.
- We may be required to share information with law enforcement or other third parties when compelled to do so by court order or other legal process, to comply with statutes or regulations, to enforce our Terms of Use, or if we believe in good faith that the disclosure is necessary to protect the rights, property or personal safety of our users.

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information may not be transferred to a third party.

3. HOW WE STORE AND PROTECT YOUR INFORMATION

Storage and processing: Any information collected through the Solutions is stored and processed in the United States. If you use our Solutions outside of the United States, you consent to have your data transferred to the United States.

Keeping information safe: Excel/High5.ID maintains strict administrative, technical and physical procedures to protect information stored on our cloud-hosted servers. Access to information is limited (through user/password credentials) to only those employees who require it to perform their job functions. We use industry-standard Secure Socket Layer (SSL) encryption technology to safeguard the account registration process and sign-up information. Self-registration may be available to create new Organizations and new Individuals at existing organizations, but these Individuals do not have administrative access to existing Organizations. Other security safeguards include but are not limited to data encryption and firewalls.

In the event of a data breach: If our Solutions are compromised by an unauthorized individual, we will notify any impacted Organizations as soon as commercially reasonable. The notification will include as much information as possible about the nature of the breach and our steps to mitigate the situation.

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties; we cannot guarantee complete security for your personal information.

4. YOUR CHOICES ABOUT YOUR INFORMATION

Account information and settings: Organizations may update account information and modify Solutions by signing into an administrative account. Organizations and their authorized users can opt out of receiving communications by changing their Account Settings after login or during registration.

If you have any questions about reviewing or modifying account information, contact us directly at support@Excel/High5.ID.

Access to Individual Data: Some Individual Data is provided and controlled by their Organizations. If you have any questions about reviewing, modifying, or deleting personal information of an Individual, please contact your Organization directly.

Deleting or disabling cookies: You may be able to disallow cookies to be set on your browser. Please look for instructions on how to delete or disable cookies and other tracking/recording tools on your browser's technical settings. You may not be able to delete or disable cookies on certain mobile devices and/or certain browsers. For more information on cookies, visit www.allaboutcookies.org. Remember, disabling cookies may disable many of the features available on the Solutions, so we recommend you leave cookies enabled.

How long we keep User Content: Following termination or deactivation of a Organization account, Excel/High5.ID may retain profile information and content for a commercially reasonable time for backup, archival, or audit purposes. Organizations may set the policy for retention of Individual Data at their own discretion. We may maintain anonymized or aggregated data, including usage data, for analytics purposes. If you have any questions about data retention or deletion, please contact your Organization or support@Excel/High5.ID.

5. CHILDREN'S PRIVACY

Individual Data related to children under the age of 13 may be received during the use of our Solutions by an Organization.

Excel/High5.ID does not knowingly collect any information from children under the age of 13 unless the Organization has obtained appropriate parental consent for the Individual to use the Solutions or have their data accessible within the Solutions. Please contact us at support@Excel/High5.ID if you believe we have inadvertently collected personal information of a child under 13 without proper parental consents so that we may delete such data as soon as possible.

6. CHANGES TO OUR PRIVACY POLICY

Excel/High5.ID may modify or update this Privacy Policy from time to time so you should review this page periodically. If we change the policy in a material manner, for example if we seek to use personal information in a materially different way than we had previously, we will provide at least 30 days' notice to our Organizations so that you have sufficient time to evaluate the change in practice. Of course, you can always opt-out by choosing to deactivate your account before the changes take effect.

7. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Solutions, please contact us at:

Name: Support Staff

Address: 4219 S Market Ct, Sacramento, CA, USA 95834

Telephone Number: (833) 847-7277

Email Address: support@Excel/High5.ID.