

Data Elements

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Below are Exhibits Usable for Data Privacy Agreements.

EXHIBIT "A"

DESCRIPTION OF SERVICES

Boom Cards teaching resources are cloud-based mini-apps. They can be used as digital learning games, instant-feedback quizzes, interactive lessons, and more. The *Boom Learning* platform includes (a) student player, (b) learner reporting tools, (c) storage for purchased and created *Boom Cards*, and (d) *Boom Cards* creation tools. *Boom Cards* can be assigned in ways that do not collect data or in ways that report learner performance data. Schools use *Boom Cards* to support learning and intervention.

EXHIBIT "B"

SCHEDULE OF STUDENT DATA

Category of Data	Elements	Used by the System
Application Technology Meta Data	IP Addresses of users, Use of cookies, etc.	√
	Other application technology meta data: user platform, user device, browser version, build version, OS type and version	√
Application Use Statistics	Meta data on user interaction with application, including last login, creation timestamps.	√
Assessment	Standardized test scores	
	Observation data	
	Other assessment data - Student performance on Boom Cards tasks which may be used as formative and/or summative assessments as assigned by the teacher	√
Attendance	Student school (daily) attendance data	
	Student class attendance data	
Communications	Online communications captured (emails, blog entries)	
Conduct	Conduct or behavioral data	
Demographics	Date of birth	
	Place of birth	
	Gender	
	Ethnicity or race	

	Language information (native, or primary language spoken by student)	
	Other demographic information-Please specify: school location	√
Enrollment	Student school enrollment	
	Student grade level	√
	Homeroom	
	Guidance counselor	
	Specific curriculum programs	√
	Year of graduation	
	Other enrollment information-Please specify	
Parent/Guardian Contact Information	Address	
	Email	If parent creates an account
	Phone	
Parent/Guardian ID	Parent ID number (created to link parents to students)	If parent creates an account
Parent/Guardian Name	First and/or Last	If parent creates an account
Schedule	Student scheduled courses	
	Teacher names	If provided by teacher
Special Indicator	English language learner information	
	Low income status	
	Medical alerts/health data	
	Student disability information	
	Specialized education services (IEP or 504)	
	Living situations (homeless/foster care)	
Student Contact Information	Address	
	Email	√
	Phone	
Student Identifiers	Local (School district) ID Number	
	State ID Number	
	Provider/App assigned student ID number	√
	Student app username	√
	Student app passwords	√
Student Name	First and/or Last	√
Student in App Performance	Program/application performance	√
Student Program Membership	Academic or extracurricular activities a student may belong to or participate in	
Student Survey Responses	Student responses to surveys or questionnaires	√
Student work	Student generated content; writing, pictures, etc.	
	Other student work data - Please specify: short answers, student created decks (forthcoming)	√
Transcript	Student course grades	
	Student course data	
	Student course grades/performance scores	
	Other transcript data- Please specify:	
Transportation	Student bus assignment	
	Student pick up and/or drop off location	
	Student bus card ID number	

	Other transportation data - Please specify:	
Other	Analytics data showing pages interacted with, resources played, cards played, time to play a resource, time to play a card, correct answers, incorrect answers, and other student actions with respect to a card.	✓

Note: Only if resources are "assigned".
FastPins allow anonymous play with no performance or analytics.

EXHIBIT "C"

SCHEDULE OF ADULT EDUCATOR DATA USED

Category of Data	Elements
Application Technology Meta Data	IP Addresses of users, Use of cookies, etc.
	Other application technology meta data: user platform, user device, browser version, build version, OS type and version
	IP geolocation when purchasing
Application Use Statistics	Meta data on user interaction with application
Communications	Online communications: emails, direct messages, blog entries, landing page interactions, quote requests
	Feedback (1:1) and ratings (public) you give to or on an author
	Customer support requests, sales communications, legal support requests, and related account purchasing and service communications, including metadata about your interactions with us
Demographics	Language information (native, or primary language spoken)
	Other demographic information-Please specify: school location
Contact Information	Email
	Address
Identifiers	First and/or Last
	Provider/App assigned ID number
	Username
	Password
	Teacher name
	Author name
	Third-party authenticators
	Entity affiliation if an Entity owned account
Classroom data (if used)	Classroom nickname
	Classroom username
	Classroom password
	Classroom metadata
	Decks assigned to students
Financial	Purchase records including payment information and source and credits available
	Last four of credit card (our payment processor collects the full number, expiration data, and verification numbers)
	Geolocation at time of purchase
	Email address associated with your purchase history
	External purchase redemption records
	Records of referrals and referral rewards

	Fraud and risk assessments when purchasing
Content Data	Records of decks made
	Records of materials uploaded, including fonts, images, sound, vides, and printables
	Records of deck page contents
Other	Records of who you follow
	Records of who referred you
	Records of promotions you have received
	Records of strikes against your account
	Analytics data of pages interacted with
	Order number from third-party site redemptions. We may disclose your order number and name to the selling party for verification and auditing purposes.
	Referring site
	Key actions you have taken to send contextually relevant training, instruction, and information.
	Records of newsletters and training communications you have been sent, opened, or clicked on.

EXHIBIT "D"

SCHEDULE OF ADDITIONAL PUBLIC SELLER DATA USED

Elements
Records of which users follow you or redeem your products
Records of sales made
Your taxpayer identification number and related forms and records
Your payout instructions