

MetaMetrics®' Global Privacy Policy

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Introduction and Key Definitions

At MetaMetrics, Inc., ("MetaMetrics", "we," "our" or "us") we want our visitors to learn about our services, and specifically for educators, researchers, parents, and students to easily put the **Lexile Framework® for Reading**, **Lexile Framework® for Oral Reading** and the **Quantile Framework® for Mathematics** to work at home and in classrooms. In this Privacy Policy we cover data we may collect about you through the following sites:

- Cloze API (<https://cloze.lexile.com>)
- Filemover (<https://filemover.lexile.com>)
- Forecasting API (<https://forecasting.lexile.com>)
- Forecasting Rest API (<http://forecast.lexile.com/>)
- Growth Planner API (<https://gpapi.lexile.com>)
- Hub (<https://hub.lexile.com>)
- Lexile Analyzer Professional / Editor Assistant (<https://la-tools.lexile.com>)
- Lexile and Quantile Academy (<https://lexilequantileacademy.catalog.instructure.com/>)
- Lexile and Quantile Support (<https://support.lexile.com>)
- Lexile Audio Analyzer API (<https://listening-analyzer.lexile.com>)
- Lexile Career Database (<https://accounts.lexile.com/login>)
- Lexile Framework for Reading (<https://lexile.com>)
- Lexile Framework for Reading--Global (<https://lexile.global>)
- Lexile Oral Readability Analyzer / Oral Reading Analyzer API (<https://oral-reading-analyzer.lexile.com>)
- Lexile PowerV API Demo (<https://vocab-demo.lingos.com>)
- Lexile Titles Database (https://fab-titles.lexile.com/titles_download/english/)
- MetaMetrics (<https://metametricsinc.com>)
- Online Assessment Tool (<https://assessment-tool.lexile.com>)
- Oral Reading Data Collection (<https://oralreadingdata.lexile.com>)
- Oral Reading Demo (<https://oralreadingdemo.lexile.com>)
- Parsing Analyzer (<https://parsing.lexile.com>)
- PowerV API (<https://vocabulary.lexile.com>)
- PowerV REST API (<https://powerv.lexile.com/>)
- QMS (<https://qms.quantiles.com>)
- Quantile Framework for Mathematics (<https://www.quantiles.com>)
- R2B (<https://r2b.lexile.com>)
- Scoring Bayes (<https://scoring-bayes.lexile.com>)
- Scoring Service (Asia) (<https://scoring-service-asia.lexile.com>)

- Scoring Service (<https://scoring-service.lexile.com>)
- Scoring Service REST API (<https://scoring.lexile.com/>)
- Spanish Lexile Titles Database (https://fab-titles.lexile.com/titles_download/spanish/)
- Submission Tool (<https://careerdb.lexile.com/>)
- Text Extractor (<https://extractor.lexile.com/>)
- Titles Database API (<https://fabapi.lexile.com>)
- TOEFL Junior (<https://toefljunior.lexile.com/en>)
- UAP (<https://accounts.lexile.com>)

In addition to the above noted sites, we may from time to time add other websites and tools to our suite of services. All of the above sites and future sites are collectively referred to as the “Sites.” In the event we add future sites that affect the terms of this Privacy Policy, we will revise accordingly. References to “you” or “your” pertain to all our site visitors or Hub members throughout this Privacy Policy.

What is our general approach to your Personal Information?

We do not sell Personal Information or data. We follow industry best practices to protect information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked with you or your household (your “Personal Information”). However, in order to operate our business it may sometimes be necessary to disclose Personal Information with contractors and other service providers. Our “Service Providers”, include:

- Amazon
- Google
- Stripe
- Salesforce
- Mailchimp
- Pardot
- Individual contractor scientists and software developers as may be required

We know that when users provide Personal Information to an organization it is an act of trust. That trust is something we take seriously. MetaMetrics works to ensure that the Sites observe compliance standards for online privacy, security, business practices, honest transactions, and availability. This Privacy Policy explains the steps we take to protect Personal Information shared with us through the Sites, including how we collect it, who has access to it and what is done with it.

What information do we collect automatically about you?

Some information – such as browser session ID and device characteristics – is collected automatically when you visit the Sites. This information may not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences,

referring URLs, device name, country, location, information about how and when you use the Sites and other technical information. This information is primarily needed to maintain the security and operation of the Sites, and for our internal analytics and reporting purposes.

The technologies we use for this automatic data collection may include:

- **Cookies** (or browser cookies). “Cookies” are small text files that are placed on your device by a Web server when you access The Sites. We may use both session Cookies and persistent Cookies to tell us how and when you interact with the Sites. We may also use Cookies to monitor aggregate usage, remember your preferences, and to customize and improve the Sites. Unlike persistent Cookies, session Cookies are deleted when you navigate away from the Sites and close your browser. Although most browsers automatically accept Cookies, you can change your browser options to stop automatically accepting Cookies or to prompt you before accepting Cookies. Please note, however, that if you don’t accept Cookies, you may not be able to access all portions or features of the Sites. Some Service Providers that we engage may also place their own Cookies on your device. Note that this Privacy Policy covers only our use of Cookies and does not include use of Cookies by any Third Party or Service Provider you visit directly. Both should have their own privacy policies.
- **Web Beacons**. Pages of the Sites and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Internet Protocol (IP) Addresses** are the location addresses of computers. While we do not make it our normal practice to track IP addresses, in cases where we may do so it is limited to providing information about state and regional usage of the Sites. Statistics are gathered, but your identity remains anonymous.

What information do we collect from you?

We collect information from and about you when you provide it to us, in addition to the above noted personal information we collect automatically when you visit the Sites. Depending on the website you have accessed, we collect different types of information as outlined below.

The Lexile® & Quantile® Hub

The Hub is available to users at three levels, so in this Privacy Policy we refer to:

- Users that get core features of the tools without registration or subscription as “BasicGuests”.
- Users that get enhanced features of the tools after registration (by providing a valid email address, role whether as educator, parent, researcher, plus country and state) as “Basic+ Members”.
- Users that get all the features of the tools after registration and subscription (upon

payment of an annual fee) or are qualifying educators in Lexile and Quantile partner states as “Premium Members”.

Basic+ and Premium Members are referred to collectively as “Members.” Specifically, when you become a Member through the Hub, you provide the following additional information:

- If registering as a Basic+ or Premium Member you must provide a valid email address, password, role (educator, parent, researcher), country, and state
- If subscribing as a Premium Member you also provide billing information to our payment processor Service Provider, Stripe Elements. Note that qualifying educators in Lexile and Quantile partner states can subscribe as a Premium Member for free and thus without the need to provide billing information.
- Members may voluntarily submit additional personal information, like their first and last name, into their Profile information and select from mailing lists.

Within the Hub, we collect additional information, tied to the registrants (Basic+ and Premium's) email, role, country, and state, for Members who participate in our **Quantile® Summer Math Challenge**. This includes:

- Student name or nickname
- Completed grade level
- Self-selected math ability level (easy, just right, or difficult)
- School District
- Quantile Measure

Any user of the Hub wishing to obtain support must provide an email address. Without this information we cannot answer your questions. When submitting a support question to us through [support.Lexile.com](https://support.lexile.com) you must not only provide a valid email address, but also first and last name, state, country, role, and your specified request.

Premium Member Financial Information and Stripe Elements

Premium Member data is subject to the Payment Card Industry Data Security Standard (PCI DSS), which is a set of security standards designed to ensure that all companies that accept, process, store or transmit credit card information maintain a secure environment. MetaMetrics uses Stripe Elements, a pre-built user interface (UI) component created by Stripe, Inc. When you subscribe to the Hub, sensitive credit card data is exchanged using direct communication between the Stripe UI component in your browser and the Stripe service. MetaMetrics has no access to this data. We do not collect, control, see or store any of the card data entered into Stripe Elements. The Stripe service creates a token and returns it to our web service as a record of successful payment. This token is a virtual object that represents the actual, sensitive data. This ensures that your data is protected and all sensitive card data is handled in a PCI-compliant way. See Stripe’s Privacy Policy for more details available at www.stripe.com/privacy.

Marketing Websites Form Inquiry

Our marketing websites collect Personal Information when users complete an inquiry or request for more information using our online form. The form collects the following information: first and last name, phone number, email address, organization name, organization type, areas of interest. The information is stored in Salesforce and also used by the Pardot emailing system to send email communications.

Oral Reading Data Collection Site

The Oral Reading Data Collection Site is used to collect oral reading samples from students in grades K-12. The student records themselves reading a presented passage. Once processed, an informational Lexile oral reading measure is displayed. This measure is preliminary and not to be used for educational placement of a child.

Biometric Information and Carnegie Speech

If you are a parent who approves the submission of your child's oral reading performance(s) through OralReading.Lexile.com, one of our data collection sites, you provide us with certain personal information about your child. Specifically, we collect the following:

- Grade
- Session ID
- Date/Time
- The Response Data we send back to you

Note, however, that when you submit a recording of your child's voice through said site, it is processed by a third party who anonymizes and encrypts all Personal Information connected with your child. To the extent that they store the voice of your child, we encourage you to review and approve their Privacy Policy prior to submitting your child's voice recording to them. Their Privacy Policy is available at www.carnegiespeech.com/privacy. We do not control or direct their processing of your Personal Information, and as such we are not responsible for their management of your data.

Oral Reading Demo Site

The Oral Reading Demo Site is used to demonstrate the functionality of the Lexile Framework for Oral Reading. From the site, users can upload oral reading passages to receive a "demo" oral readability measure, upload oral reading passages and audio to receive "demo" diagnostic feedback, and/or record themselves reading a passage to receive "demo" diagnostic feedback. The feedback is for demo purposes only and not intended for use in an educational setting. When using this site, you provide us certain personal information. Specifically, we collect the following:

- Name
- Email
- Company
- Job Title

Lexile Titles Database

The Lexile Titles Database is a licensable database, which contains more than 275,000 informational and literary titles from hundreds of publishers, that provides our partner companies with book information to enhance their products. Separate databases include English and Spanish titles. When using this site, you provide us certain personal information. Specifically, we collect the following:

- Name
- Email
- Company
- Text File of measured content
- Book metadata

What information do we collect from other sources?

We may collect limited data from public databases, marketing partners, and other outside sources. Third Parties are neither part of our Sites nor a Service Provider with whom we have a contractual relationship. All Personal Information that you provide on or to such Third Party or that is collected by a Third Party is provided directly to the controller, owner or operator of the Third Party and is subject to the owner's or operator's privacy policy. We do not monitor or control any data you provide to Third Parties. Thus, we are not responsible for the content, privacy or security practices of a Third Party. To assure the protection of your Personal Information, we recommend that you carefully review the privacy policies of any Third Party you access. You assume the risk of providing any information you provide to a Third Party.

Do we sell your Personal Information?

No. We do not sell your Personal Information, and as such you do not have to Opt-in or Opt-out of any sale of information requirements under the law. However, as noted below, we do share Personal Information with our Service Providers and with certain Third Parties under very limited circumstances.

What and how do we share with Service Providers?

As far as Service Providers with whom we have contractual relationships, AWS supports elements of our Sites' infrastructure or functionality, while Stripe Elements, only in the Hub, is used to process financial information. Additional individuals with whom we disclose your Personal Information include data scientists and software developers who provide contractor services to us. All Service Providers are bound by a legal contract to keep Personal Information confidential. They can use Personal Information only for the purposes for which we disclose it.

Some examples of large Service Providers as of the date of this Policy include:

- **Google Analytics--** We use Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics is a web analysis tool we use to help us analyze the interaction of visitors with our Sites. Thus, we can improve your experience on our Sites. Google Analytics uses Cookies. The information generated by the Cookie regarding your use of the Sites are usually transferred to a server belonging to Google. The information saved by the Cookies includes, for instance, the time of your visit on the Sites, the frequency with which the visitor has called up the Sites, and from where the visitor has accessed the Sites. To determine the latter value, Google initially records the IP address of the user. However, we have activated the IP anonymization on the Sites. On behalf of the Sites, Google will use the aforementioned information to analyze your usage of the Sites, to compile reports on the Sites' activities and to provide further services associated with the usage of the Sites and the Internet. The IP address communicated under Google Analytics by your browser is not merged with other data. You can prevent Google Analytics from saving the Cookies by a corresponding setting in your browser software. However, by doing so you may disable some functions of the Sites. In addition, you can prevent the recording of the data generated by the Cookie and relating to your usage of the Sites (including your IP address) to Google and the processing of these data by Google, by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. Further information on data protection with regard to Google Analytics can be found at said link.
- **Google Web Fonts--** For uniform representation of fonts, the Sites use web fonts provided by Google. When you open a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly. For this purpose your browser has to establish a direct connection to Google servers. Google thus becomes aware that our Sites were accessed via your IP address. The use of Google Web fonts is done in the interest of a uniform and attractive presentation on the Sites. This constitutes

a justified interest. If your browser does not support web fonts, a standard font is used.

Further information about handling user data can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy at <https://www.google.com/policies/privacy/>.

Please check this Privacy Policy regularly for updates on other Service Providers that may be added to the Sites or contact us at [support.Lexile.com](https://support.lexile.com) for the most recent list of Service Providers with whom we are legally or contractually obligated to share your information to

What and how do we share with third parties?

As noted above in the Oral Reading Data Collection Site, we also use a third-party service called Carnegie Speech. When using the Oral Reading Data Collection site you can voluntarily submit a recording of your child's voice. The recording is passed to Carnegie Speech for processing, but no other personal identifiers are shared. Results from Carnegie Speech are combined with our own processes to calculate your child's proficiency results. In doing so, we connect the proficiency results with the Personal Information you provided. Carnegie Speech's Privacy Policy is available at www.carnegiespeech.com/privacy.

We may also share Personal Information to fulfill the purpose for which you provide it. For example, if you give us an email address to use the "share" feature within a tool, we will transmit the contents of that email and your email address to the recipients.

If a third party purchases us, or we merge with another organization, it is possible that we would need to share Personal Information with the other organization following the transaction.

We may also share Personal Information to comply with a court order, law or legal process. This includes a government or regulatory request. Before we do that, we would provide the user with notice of the requirement. If the user so chooses, a protective order or another remedy could be sought. If after providing that notice we still must share the demanded Personal Information, we will share no more than that portion of Personal Information which, on the advice of our legal counsel, the order, law or process specifically requires us to share.

For data collected through the Hub, we will keep Personal Information for as long as a Member maintains registration and or subscription in good standing. Once those registrations or subscriptions lapse or terminate, unless a written agreement between us and a Member provides otherwise, we may keep Personal Information for as long as needed only to meet regulatory requirements or business requirements. Any kept Personal Information will remain subject to the restrictions on sharing and use outlined in this Policy for as long as it resides with us.

What control do you have over your Personal Information?

At any time, Members of the Hub can change their Personal Information stored in The Profile page. Members can also choose to opt-out of MetaMetrics' mailing lists with immediate impact. Members can also close their Hub memberships by following the directions listed in the Hub for immediate closure of the membership. Closing a membership will not trigger the deletion of Personal Information.

You can request deletion of your Personal Information through a support request made through [support.Lexile.com](https://support.lexile.com). We will have 45 days to respond to such requests, which would include our process to verify the identity of the requesting party.

Nevertheless, there are a few instances where your request for deletion or erasure may be denied, such as to:

- Complete a transaction or provide a service you have requested, as with an email needed to confirm deletion of your data
- Engage in activities reasonably anticipated within the context of an ongoing business relationship with you
- Protect against fraud or other illegal activity
- Comply with the law or court orders
- Engage in certain research, as permitted by law
- Exercise rights afforded to us by law
- Enable internal uses reasonably aligned with your service expectations

What data security measures do we take?

MetaMetrics has safeguards to help prevent unauthorized access to or misuse of your Personal Information. However, we cannot guarantee that your Personal Information will never be shared in a manner inconsistent with this Privacy Policy (for example, as a result of unauthorized acts by third parties that violate applicable law or relevant Web policies).

If you register for a membership with the Hub, you will be asked to select a password to help protect your Personal Information. These passwords help us verify your identity before granting access or making corrections to any of your Personal Information. You should never share your password with anyone. MetaMetrics will never ask you for your password in a phone call or email. You are responsible for maintaining the secrecy of your passwords and any account information.

When subscribing for Premium membership through the Hub you also provide your credit card information. It is transmitted using Secure Sockets Layer (SSL) technology to help prevent unauthorized access or misuse of that information. (PCI-compliance requires following the Transport Layer Security 1.2 rules.) SSL is the standard security technology for establishing an

encrypted link between a web server and a browser. Make sure you see a full “lock” symbol and https in the status bar of your browser. Browsers like Firefox 63 and above, Google Chrome 70 and above, Safari 6.2 and above employ some version of the lock symbol to indicate security. If the lock symbol is not visible, do not enter any information. Direct any issues or concerns to our support community for further guidance at support.lexile.com.

Finally, the computers/servers in which MetaMetrics stores Personal Information are kept in a secure environment.

How should you track changes to this Privacy Policy?

We may update this Privacy Policy from time to time. We will post a link to the updated policy in the footer of all covered sites if changes are made, so we encourage you to visit any of our Sites regularly to stay up to speed on changes to this Privacy Policy.

Additionally if using the Hub, Members will be informed via the Hub’s notification system. Your continued use of the service constitutes your agreement to this Privacy Policy and any updates.

Where should you direct questions to us about this Privacy Policy?

If at any time you have questions or concerns about our privacy practices in general or this Privacy Policy in particular, please feel free to contact us by sending an email to support@Lexile.com.
