

# Privacy Policy

Last modified: 12/09/21

## Introduction

This privacy policy describes how the International Society for Technology in Education, Inc. (“**ISTE**,” “**we**,” or “**us**”) collects, uses, and discloses information from and about you when you visit and use the Learning Technology Directory (LTD) / ULTID, including any content, functionality, and services offered on or through <https://ltd.iste.org> or the application programming interface (the “**Directory**”), as well as your ability to control certain uses of that information. It also describes certain data protection rights which may apply, subject to applicable law, including a right to object to some of the processing which ISTE carries out. ISTE respects your privacy and is committed to protecting it through our compliance with this privacy policy.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. By accessing or otherwise using the Directory, you agree to the terms and conditions of this privacy policy, where such agreement is permitted by applicable law. If you do not agree with our policies and practices, your choice is not to use our Directory.

If you have any questions about the use of your information, or the contents of this privacy policy, please contact us:

E-mail: [iste@iste.org](mailto:iste@iste.org)

Phone: 800.336.5191 (U.S. & Canada)

Phone: 503.342.2848 (International)

Fax: 503.882.0813

## Collection of Information

We collect several types of information from and about users of our Directory, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline (“**personal information**”);
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Directory, and usage details.

### ***Information You Provide***

ISTE collects information from you when you choose to provide it to us. For example, we collect your information when you submit a webform requesting information about the Learning Technology Directory or otherwise contact us or provide information to us through the Directory. The information we collect includes personal information, the content of any communications that we exchange, your search queries, as well as non-personal information.

### ***Information We Collect Through Automatic Data Collection Technologies***

As you navigate through and interact with our Directory, we passively collect information from you using automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Directory, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Directory.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We and our third-party partners use cookies and other technologies to collect information about your visit to the Directory, such as the date and time of your visit, the information you searched to find the Directory, your activity on the Directory, and your clicks on our ads. “Cookies” are small files which may be stored on your computer during your use of the Directory and contain data about your use of the Directory. Please see ISTE’s Cookie Policy for details about how we use cookies and other tracking technologies and how you can control the cookies settings on your browser.

### ***Children’s Privacy***

Our Directory is not intended for children under 16 years of age. We do not direct the Directory to, nor do we knowingly collect any personal information from, children under the age of 16. If you are under 16, do not use or provide any information on this Directory. If we learn we have received personal information from a child under 16, we will delete that information.

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Directory and its contents to you.
- To provide you with information that you request from us.
- To fulfill any other purpose for which you provide it.

- To notify you about changes to our Directory.
- To personalize your Directory experience and to deliver content and product and service offerings relevant to your interest, including targeted third-party offers and ads through our Directory, third-party sites, and via email or text message (with your consent, where required by law).
- In any other way we may describe when you provide the information.
- To carry out marketing analyses to better understand your interests and preferences.
- To collect and log IP addresses to improve the Directory and monitor use of the Directory.
- When responding to your questions and to resolve complaints.
- For any other purpose with your consent.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

We use de-identified, aggregate or anonymized information to help us analyze the use of the Directory. Where permitted by law, this privacy policy does not limit our use or disclosure of de-identified, aggregate or anonymized information, and we reserve the right to use and disclose such information to our partners, advertisers, and other third parties in our discretion.

### **How We Disclose Your Information**

ISTE shares your information with other entities or individuals in the following limited circumstances:

- To our subsidiaries.
- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of ISTE's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by ISTE about our Directory users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ISTE, our customers, or others.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or fail to function properly. Please see ISTE's Cookie Policy for details about how we use cookies and other tracking technologies and how you can control the cookies settings on your browser.
- **Targeted Advertising.** If you agree, we may use the personal information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences.

### **Your California Privacy Rights**

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, see ISTE's Privacy Policy for California Residents.

### **Your Nevada Privacy Rights**

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address:

E-mail: [iste@iste.org](mailto:iste@iste.org)

Phone: 800.336.5191 (U.S. & Canada)

Phone: 503.342.2848 (International)

Fax: 503.882.0813

### **Your European Union Data Protection Rights**

If you are a resident of the European Union, we would like to make sure that you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request us to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that we erase your personal data, under certain conditions.

**The right to object to and restrict processing** – You have the right to object to our processing of your personal data, under certain conditions. You also have the right to request that we restrict the processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us:

E-mail: [iste@iste.org](mailto:iste@iste.org)

Phone: 800.336.5191 (U.S. & Canada)

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### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Directory. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Directory.

### **Changes to Our Privacy Policy**

We review this privacy policy from time to time and reserve the right to make changes to this policy at any time. If we make material changes to how we treat our users' personal information,

we will notify you through a notice on the Directory's home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically visiting our Directory and this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

E-mail: [iste@iste.org](mailto:iste@iste.org)

Phone: 800.336.5191 (U.S. & Canada)

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