

# Multiple Measures LLC Privacy Policy

updated December 10, 2015

## I. Your Privacy Rights Are Important To Us

The privacy of students and visitors of this website is important to Multiple Measures LLC (“Multiple Measures”). This Privacy Policy is intended to answer your questions about the privacy practices applicable to our public website, [www.k12multiplemeasures.com](http://www.k12multiplemeasures.com), our reporting application website, [mmars.k12assessmentreporting.com](http://mmars.k12assessmentreporting.com), and as well as the data Multiple Measures maintains on behalf of teachers, administrators, school districts, counties, and other Local Education Agencies (“LEAs”) throughout the country.

Multiple Measures partners with LEAs to provide tools to collect, organize, and analyze data about the students and education professionals in their school, county and/or district. LEAs collect information about students, teachers, and other individuals which is then stored and processed by Multiple Measures. In these situations, the LEA rather than Multiple Measures decides the reasons information will be collected and processed. For details regarding what information LEAs collect and how it will be used, as well as details regarding how to access, correct, or delete such information, please contact your LEA directly. This Privacy Policy does not cover the practices of companies that Multiple Measures does not own or control, or individuals who Multiple Measures does not manage. If you have any questions or concerns about this Privacy Policy, please [Contact Us](#).

## II. Information We Collect Directly from You

### Information Collected from Our website

Although you can visit our public website without telling us who you are, when you access our website, our servers automatically gather information from your browser, such as your IP Address. Your IP address is a unique number assigned to your computer or device by your Internet Service Provider (ISP). Collecting IP addresses is a standard practice and is generally done automatically. Our servers may also track additional information, including but not limited to the pages of our website that you visit or the services you use, the browser you are using, the operating system of your computer or mobile device, and the way you interact with our services. Multiple Measures may, from time to time, use a third-party service, such as Google Analytics, to collect and analyze this type of visitor data. We use this information for a number of purposes, including calculating usage levels, diagnosing server issues, improving our website and services to better accommodate user patterns, and detecting and diminishing security threats.

### Cookies and Web Beacons

We also use other automated collection tools, such as “cookies” and “web beacons”, to gather information from you and your computer while you are visiting our website. A cookie is a small file stored on your computer that lets us know whether you’ve visited our website or accessed our services before and your navigation experience during your visit. Our cookies do not contain or capture personal information. We use cookies to facilitate your access to our services, to enhance your experience, to increase

security, and to recognize your computer or device. Cookies allow us to collect statistical information about the usage of our services and website to improve functionality and design. Most browsers automatically accept cookies, but you can usually adjust your browser's settings to decline cookies or otherwise modify your browser's interactions with cookies. If you choose to disable cookies, it is possible that some of our services' features may not function properly.

### **Email Marketing**

Email marketing sent by Multiple Measures may contain web beacons and other similar technologies to track the response rate to such communications. Web beacons (also known as pixel gifs, pixel tags, clear gifs, third-party pixels, or targeting pixels) are small graphics with a unique piece of identifying code, similar to a cookie, used to track the online movements of a web user or to access previously set cookies. These tools are used in email communications to determine whether messages have been opened or otherwise acted upon.

### **Correspondence Received by Multiple Measures**

Individuals may correspond directly with Multiple Measures through our "Contact Us" link or through other supplied contact information. Any personal information submitted through such channels will be used only to respond to such communications.

### **Children under the Age of Thirteen**

Multiple Measures does not knowingly collect information about children under the age of thirteen.

## **III. Information We Store on Behalf of LEAs**

### **Student and Teacher Information**

Personally identifiable information is supplied to Multiple Measures directly from LEAs, and includes student name, birthdate, demographic attributes, school/classroom data, and test scores.

Pupil records obtained by Multiple Measures from or on behalf of your LEA continue to be your property.

Multiple Measures does not collect, maintain, or store any pupil-generated content.

Your LEA uses Multiple Measures' services to assist with the administration of school-related activities and to provide a streamlined way to organize, access, and report your information. The data your LEA stores on Multiple Measures' systems may include the following information about students:

- Demographic information including name, mailing address, email address, and date of birth;
- Student education records including your students' grades, test scores, and class enrollment;

- In addition to student information, Multiple Measures also stores data provided by LEAs related to teachers and other school employees, such as the individual's name, role, email address, educator ID number, and Multiple Measures' usernames and passwords.

Multiple Measures does not maintain any contact information for parents/guardians. In the event of a security breach resulting in an unauthorized disclosure of pupil records, Multiple Measures will report directly to the LEA.

### **Disclosure to Third Parties**

Except for the ways outlined in this Privacy Policy, we will not disclose the information described in this section to any third party unless we believe that such action is necessary to (a) comply with a court order or other legal process served on us or assist government enforcement agencies; (b) investigate or prevent suspected illegal activities or protect the security and integrity of Multiple Measures LLC; (c) enforce this Privacy Policy, our Terms of Service, or other such binding agreements; (d) take precautions against liability, investigate or defend against any third-party claims or allegations; or (e) exercise or protect the rights, property, or personal safety of Multiple Measures LLC, its employees, customers, or others.

Multiple Measures only shares information in the ways described in this Privacy Policy. We never sell student records or other user information to third parties. We never engage in targeting advertising using student or teacher information. We never use student information to create student profiles, except to report the results of test scores to authorized users of our service.

Multiple Measures stores such information in locations outside its facilities, such as on servers co-located with third-party hosting providers. As we grow, we may buy or sell assets or business divisions. Generally, the information stored on our systems would be transferred in such a transaction. We may also transfer or assign such information in the course of business combinations, including but not limited to mergers, divestitures, or dissolution. In the event of such a transaction, any successor entity that acquires your information will continue to be subject to the terms and conditions of this Privacy Policy.

**Data Quality:** You are responsible for keeping the student data that you provide accurate, complete and up-to-date. If you recognize that student data is inaccurate, incomplete, or out-of-date, you are responsible for correcting it. Multiple Measures can only correct data by receiving replacement data from the LEA.

### **Review or Deletion of Records Maintained by Multiple Measures**

To review or update your information to ensure its accuracy or to correct any errors and omissions, please contact your LEA directly. Requests sent to Multiple Measures seeking a copy of such records, or demanding that Multiple Measures modify or delete any records that it maintains will be forwarded directly to the appropriate LEA. Please note that even when records are modified or deleted from Multiple Measures' active databases, copies may remain in data backups as necessary to comply with business or regulatory requirements.

## **IV. How We Protect Your Information**

### **Student Data Security and Confidentiality Statement**

Whether collected directly from our website or maintained on behalf of your Educational Organization, protecting the privacy of your information is important to us. We take security measures—physical, electronic, and procedural—to help defend against the unauthorized access and disclosure of your information. In addition to the restrictions discussed in this Privacy Policy, our employees are required to comply with information security safeguards, and our systems are protected by technological measures to help prevent unauthorized individuals from gaining access. Furthermore, all Multiple Measures employees are trained to observe and comply with applicable federal and state privacy laws. Despite these precautions, no system can be completely secure and there remains a risk that unauthorized access or use, hardware or software failure, human error, or a number of other factors may compromise the security of your information.

Multiple Measures uses SSL and https (a standardized method of securely transferring information between your computer and Multiple Measures) in an effort to protect personal information under our control from loss, misuse, or unauthorized alteration. In addition, Multiple Measures stores your information behind firewalls on separate secure servers. Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security measures we have in place will never be defeated or fail, or that such measures will always be sufficient or effective.

Multiple Measures permits access to its services only to qualified employees or contractors of the LEA. No parent or student access is permitted.

**Security Safeguards:** We are committed to protecting student data against unauthorized access, destruction, use, modification or disclosure. Protecting student data requires efforts from us and from you. We will implement reasonable and appropriate safeguards when collecting student data from you and when storing that student data in our database and you will observe our security safeguards and exercise reasonable caution when using this site.

Specific institutional and technological security safeguards include:

1. Only Multiple Measures employees who are authorized to handle student data are able to access student data.
2. Only LEA employees and representatives that the LEA authorizes as school officials are permitted access to the LEA's data within our system. This means: a teacher will only be able to see data for his/her class; a Principal, Coach, or other authorized School User will be able to view all data at a given school; an authorized LEA-level employee, such as an Instructional Coordinator or Superintendent, will be able to see all data across the LEA.
3. Each authorized school official is given a Username and Password valid only for the duration of the license. You must safeguard your Username and Password, and not permit any unauthorized access to student data entered or kept in Multiple Measures' system.
4. Upon written request by the LEA, Multiple Measures will destroy any student data for LEAs who no longer participate in a Multiple Measures program.

5. Multiple Measures uses industry standard server and network hardware and software to ensure that data is protected from unauthorized access or disclosure.

When you use this site, you consent to our privacy practices and agree to accept the responsibilities outlined in this statement. You specifically agree to work with Multiple Measures to ensure compliance with FERPA, COPPA, and SOPIPA.

### **Links to Other Sites**

This Site may contain links to other websites operated by third parties. Such links are provided for your convenience only, and if you access any other websites linked to this Site you do so at your own risk. We are not responsible for the content of any such websites, for the security of information you provide on such websites, or the products and services sold on them, nor are we responsible or liable for any loss or damage that may arise from your use of such websites. Links to other websites do not imply Multiple Measures' endorsement of any content, advertising, products, services, or other materials on or available from such websites. Multiple Measures strongly suggests you read the terms of use and privacy policy that govern each website you visit.

## **V. Updates to this Privacy Policy**

We may update or modify this Privacy Policy to reflect changes in the way Multiple Measures maintains, uses, shares, or secures your information. Please check this policy each time you visit the website or interact with our systems to ensure that you are aware of any revisions. Any changes to this Privacy Policy will become effective when we post the revised Policy to our website. Your use of the website or any Multiple Measures systems following these changes means that you accept the revised Privacy Policy and agree to be bound by its terms and conditions.

## **VI. How to Contact Us**

If you have questions about this Privacy Policy, please contact us by email, telephone, or postal mail:

**Email:** [info@multiplemeasures.com](mailto:info@multiplemeasures.com)

**Phone:** (530) 295-1262

**Address:** 685 Placerville Dr #310, Placerville, CA 95667