

# Privacy Notice

This privacy notice discloses the privacy practices for [www.eastinstitutes.com](http://www.eastinstitutes.com).

## What type of information do we collect?

We are the sole owners of the information collected on the [www.eastinstitutes.com](http://www.eastinstitutes.com) site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you such as subscribing to our email list. We will not sell or rent this information gathered to anyone.

## How do we collect information?

When you subscribe to our website or inquire regarding our offered services, as part of the process, we collect personal information you give us such as your name, address, email address and possibly your current school district.

## Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

- ✓ To provide and operate the Services;
- ✓ To provide our Users with ongoing customer assistance and technical support;
- ✓ To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
- ✓ To comply with any applicable laws and regulations.

## How do we store, use, share and disclose your site visitors' personal information?

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to offer our services to you. Your basic data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

## Third-Party Applications/Providers

We utilize several Third-Party providers to assist us in providing our services to you. These providers process registration information, website analytics and online payment processing. Below is a list of the third-party Providers and the service they provide us:

Wix.com : website platform (see above regarding platform and data storage statement) Wix can provide you with their own privacy policy. ([www.wix.com](http://www.wix.com))

CVENT : online registration platform required by the College Board to enable us to operate Advanced Placement Summer Institutes (APSI). Cvent can provide you with their own privacy policy ([www.cvent.com](http://www.cvent.com))

Stripe : Payment information provided during online registration is processed by and through Stripe as an online payment gateway to process credit card payments. Stripe can provide you with both the requirements to ensure the secure handling of credit card information as well as their own privacy policy. ([www.stripe.com](http://www.stripe.com))

Google Analytics : Through Google Analytics we may receive access to the Internet protocol (IP) address used to connect your computer to the Internet; e-mail address; computer and connection information. We may use their software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. ([analytics.google.com](http://analytics.google.com))

The College Board : While not necessarily a provider, East Institutes LLC is endorsed by the College Board and links to their own website are featured on our website. They can provide you with their own privacy policy. ([www.collegeboard.org](http://www.collegeboard.org))

*If you have any questions regarding privacy or sharing policies, please refer to each company as listed above. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.*

## How do we communicate with our site visitors?

We may contact you to notify you regarding your registration, to troubleshoot problems with your registration, to resolve a dispute, to collect fees or monies owed, or as otherwise necessary to contact you to enforce applicable national laws and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

We may also contact you to notify you regarding marketing campaigns, promotions, new services, updates, etc. For these purposes we may contact you via email. You may utilize the unsubscribe feature located at the bottom of our marketing emails if at any time you no longer wish to receive these communications from us.

## Registration/Orders

When you purchase a course or service from our web site you are taken to a third-party vendor for completion and processing. Information provided by you such as; Contact information (like name and address) and financial information (like credit card number, expiration date) is used for billing purposes and to fill your requests for services.

Registration for Advanced Placement Summer Institutes (APSI) is processed through a third-party vendor (CVENT as required by the College Board). If we have trouble processing an order, we'll use this information to contact you. Credit Card processing is provided by Stripe.

As per requirements of the College Board, you will be required to create an account with the College Board if you do not already have one to complete the registration process. If we have trouble processing a registration, we'll use this information to contact you.

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### **Cookies**

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site and assist in website security. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

Some of our business partners may use cookies on our site. However, we have no access to or control over these cookies.

### **Links**

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Survey**

From time-to-time our site may request information via surveys. Participation in these surveys is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name, address and email), and demographic information (such as zip code, age level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

### **Your Access to and Control Over Information**

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- ✓ See what data we have about you, if any.
- ✓ Change/correct any data we have about you.
- ✓ Have us delete any data we have about you.
- ✓ Express any concern you have about our use of your data.

You may also utilize the unsubscribe feature located at the bottom of our marketing emails.

### **Security**

We take precautions to protect your information. When you submit sensitive information via our website, your information is protected both online and offline. Our website is verified via McAfee Secure to prevent Malware, Malicious Links or Phishing utilizing our website and email.

We also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service, contact management, marketing) are granted access to personally identifiable information.

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

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**If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at 800.204.1296 or via email at [info@eastinstitutes.com](mailto:info@eastinstitutes.com).**

**eastinstitutes**

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