

# Privacy Policy

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Wisconsin Center for Education Products and Services, Inc. ("WCEPS") is the sole licensed distributor of the educational tools, publications, and related materials found and made available at <https://www.wceps.org/store>, <http://widaespanol.wceps.org>, and <https://www.wceps.org/widaprimev2> (individually and collectively, the "Site"). WCEPS wants to make sure you understand how we collect and use personal information and data when you provide it to us through the Site and related subdomains and mobile applications (collectively, the "Site"). If there is anything about this Privacy Policy you do not understand, please contact us: [store@wceps.org](mailto:store@wceps.org)

When we refer to "we" or "us" we are referring to WCEPS.

Please note: This Privacy Policy does not supersede or affect the terms of any policy or agreement between you and any third party with whom you share personal information or data, including but not limited to the Wisconsin Center for Education Research, the School of Education of the University of Wisconsin-Madison, or the Board of Regents of the University of Wisconsin System. Please make sure that you read and understand the terms of any privacy policies that you enter into with parties other than WCEPS, as those policies—and not this Policy—explain how your information is used by such other parties.

Such third parties include the operators of WIDA MODEL Online; WIDA MODEL Online is provided and maintained by the Board of Regents of the University of Wisconsin on behalf of the Wisconsin Center for Education Research (which is the organizational home of the WIDA Consortium) and its technology provider, MetriTech, Inc. ("Providers") WCEPS does not control the means or process by which personal data may be processed for WIDA MODEL Online nor does WCEPS process any personal data for the purpose of administering WIDA MODEL Online on behalf of the Providers. WIDA MODEL Online is subject to its own Privacy Policy, administered by the Providers, not this Policy.

WCEPS only collects and stores information that you provide to us as detailed in this Privacy Policy. This information is stored on servers located in the continental United States.

If we change the manner in which we use or share your information, if necessary, we will contact you to obtain your consent at the email address we have on record.

This Policy does not apply to any information you may provide to us through other means; for example, at a live event, via mail, or via telephone. Likewise, this Policy does not apply to information collected directly or indirectly by our third party service providers, such as credit card processors.

This Policy is intended to be read with, and not to limit, other terms of use agreements, policies or procedures that may appear on the Site.

## Agreement to Privacy Policy

BY PURCHASING A PRODUCT THROUGH THE SITE, YOU EXPRESSLY AGREE TO THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THIS POLICY, PLEASE DO NOT CONTINUE WITH YOUR PURCHASE OF PRODUCTS. PLEASE PRINT A COPY OF THIS PRIVACY POLICY FOR YOUR RECORDS.

# Does WCEPS Ever Make Changes To This Privacy Policy?

We may change this Privacy Policy from time to time. When this happens we will revise the "Last Updated" date on this page. If the changes are material in nature, those who have opted in to receiving email notifications from WCEPS may receive notification prior to the changes becoming effective. If you have not opted in you will not receive such notification. We encourage you to review this page periodically for the latest information on our privacy practices. Your continued use of the Site following the posting of changes to this Policy will mean that you accept such changes.

## What Type of Information Do We Collect?

### Information You Provide to Us

We collect the information that you provide to us. This includes (but is not limited to) your contact and billing information for purposes of order fulfillment. By way of example: when you order from the Site we may need to know your name, company/organization, email address, telephone number, billing address, shipping address. For purchases of WIDA MODEL Online, we may separately ask for the same information for related individuals that will be the test administrators ("Administrators"). This allows us to process and fulfill your order and to notify you of your order status. When you choose to supply information, we will collect it. We keep purchase information indefinitely. If you choose to purchase items with a credit card, your credit card information is sent directly to Authorize.Net (<https://www.authorize.net>), our payment card processor. WCEPS does not process, store, or transmit your credit card information.

### Information From Other Sources

We sometimes supplement the information that we collect with information from other sources such as third party website analytics. Such outside information includes (but is not limited to) page-view information; search term and search result information; and Site usage.

### Log Information

We collect information about your system and devices and how you use the Site. We use analytic and reporting technologies to record information such as Internet domain and host names, browser software, operating system types, page views, clickstream patterns, and the dates and times you access the Site. We use a variety of methods for automatically collecting such "passive" information. We may contract with third party vendors to help manage, monitor and optimize the Site and to help us measure the effectiveness of our services. To do this, we may use log files, web beacons and/or cookies.

We are able to determine the Internet protocol (IP) address from which you access the Site. Essentially, your IP address is a numerical address that is used by computers connected to the Internet to identify your computer so that data (such as web pages you want to view) can be transmitted to you.

### Cookies

If you have the settings on your browser set accordingly, we will use cookies to track some of your information from your browser or mobile device. We do link personal information submitted on the Site with cookies. We use session ID cookies to confirm that users are logged in.

The use of cookies is a very common practice on the Internet. Cookies are small pieces of information that we will place on the hard drive of your computer or mobile device in order to store personal data such as (but not limited to) your password, preferences, etc. to create a personalized

experience for you. Our third party service providers may also assign their own cookies to your devices, a process we do not control. You have the option to set your web browser to reject cookies and if you do so some features of the Site will not work. You should check the documentation of your browser to learn how to disable cookies.

## What About Children's Privacy

We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not attempt to register or send any information about yourself to us. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us: [store@wceps.org](mailto:store@wceps.org)

## When Will You Disclose My Information To Third Parties

Other than as described in this Privacy Policy, WCEPS does not share, rent or trade your personal information with third parties for promotional purposes. We may use your passive, non-personal information for purposes of online marketing.

WCEPS will disclose ordering information (such as your contact name[s], school/organization name[s], email addresses, phone numbers, information of any Administrators, and order history by customer account/contact) to its licensor, the Board of Regents of the University of Wisconsin System (the "Board") and/or its authorized designees for the purpose of allowing the Providers to set up and manage accounts for you and/or your organization to access WIDA products and services. WCEPS makes no guarantees or representations regarding the Board or its privacy practices. To the extent your use of any Site product or service generates data or information that is collected, the Board (and not WCEPS) is solely responsible for the privacy and security of such data or information. While you may opt-out of permitting WCEPS to share information with third parties such as the Board, doing so may limit your ability to use the WIDA products and services.

WCEPS will not sell information we collect on the Site except in conjunction with the disposition of WCEPS' assets in bankruptcy and/or through merger or acquisition. In the event WCEPS goes through a business transition, such as a merger or acquisition by or with another company, or sale of all or a portion of our assets, your personal information will likely be among the assets transferred.

We reserve the right to disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) comply with the law or with legal process or government request served on us; (b) protect and defend our rights or property; or (c) act under exigent circumstances to protect the personal safety of a user of the Site, or the public.

As needed we may also disclose information we collect on the Site to third-party service providers we retain to provide goods and services to us, including but not limited to reports, analyses, technical support, hosting and maintenance, credit card processing, sending emails on our behalf, fraud screening and developing applications. We cannot guarantee that such third parties will not disclose your personal information.

Our credit card processing provider is Authorize.net. WCEPS makes no representations regarding Authorize.net's security policies or procedures. We encourage you to contact Authorize.net directly to obtain such information. Authorize.net's URL is: <http://www.authorize.net>

We also use SQUARE to process credit cards onsite at conferences and other in-person events. WCEPS makes no representations regarding SQUARE's security policies or procedures. We

encourage you to contact SQUARE directly to obtain such information. SQUARE's URL is <https://squareup.com>

## Online Marketing

We use Google AdWords Remarketing. This service enables third-party vendors, including Google, to advertise the Site across the Internet. AdWords remarketing will display relevant ads tailored to you based on which parts of the Site you have viewed, by placing a cookie on your computer. THIS COOKIE DOES NOT IDENTIFY YOU. The cookie is used to say, "This person visited this page, so show them ads relating to that page." Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only to display ads that are relevant to you.

If you do not wish to participate in our Google AdWords Remarketing, you can opt out by visiting [Google's Ads Preferences Manager](#). You can opt out of interest-based advertising generally, by adjusting your cookie settings or by permanently using a browser plugin. You can also opt out of third-party vendors' use of cookies by visiting <http://www.networkadvertising.org/choices>

## Security

We use recognized industry safeguards, including Secure Socket Layer (SSL) technology, to help protect personally identifiable information from unauthorized access or use. We comply with the Payment Card Industry Data Security Standard (PCI DSS) procedures that our credit card processing vendors require of us. We will help protect personally identifiable information stored on our servers from unauthorized access by using commercially available computer security products (such as firewalls and encryption), as well as reasonable security procedures and practices.

Although our security measures help protect against the unauthorized access or use of the information under our control, we cannot guarantee that such unauthorized access or use will not occur. People who try and bypass security systems, or "hackers," are often very skilled at breaking through security systems, and therefore we can make no guarantee that your information will be 100% safe. For your own information and protection on the Site and on the Internet in general, please keep in mind that whenever you voluntarily disclose personal information, that information can be collected and used by others. If we become aware of a breach of our systems, where there is a possibility that an unauthorized person has acquired your personal information, we will notify you of such a breach to the extent required under applicable law.

## How Can I Access My Personal Information

If you wish to access personal information that is not available to you through your account, please contact us at the address listed below. We may require proof of your identity before providing any such information. To the extent the law permits us to do so, we reserve the right to refuse to provide you with copies of your personal data if reasonably necessary due to administrative or technical burden, expense or security concerns.

You should be aware that it is not technologically possible to remove from our system each and every record of the information you have provided to us. The need to back-up our systems to protect information from inadvertent loss means that a copy of your personally identifiable information may exist in a non-erasable form that will be difficult or impossible for us to locate. After receiving your request, however, all personally identifiable information stored in databases we actively use and other readily searchable media we control will be updated, corrected, changed or deleted, as appropriate, as soon as reasonably practicable.

If you would like to request the removal of an unauthorized profile you can contact us at [store@wceps.org](mailto:store@wceps.org)

We will retain your information for as long as your account is active or as needed to provide the services your district has requested. We will retain and use your information as necessary, in our sole discretion, to comply with our legal obligations, resolve disputes, and enforce our agreements.

You have the right to review all your Personal Information that we hold and request corrections. You can request a review by email to [store@wceps.org](mailto:store@wceps.org). You also have the right to request restrict the use of your data, to make corrections or changes to your data, or request the deletion of your Personal Information that we hold. You have the right to request a copy of your Personal Information that we hold and we will provide it to you in an appropriate electronic format. You may make any requests related to your Personal Information by email to [store@wceps.org](mailto:store@wceps.org)

## Linking to Other Websites

Please remember that when you use a link to go from the Site to another website or app, this Privacy Policy is no longer in effect and WCEPS has no control over those websites or apps or their policies and practices. Any browsing and interaction on any other website is subject to the rules and policies of that website. We encourage you to read the rules and policies of the websites you visit to further understand their procedures for collecting, using, and disclosing personal information before providing that website with your personal information.

## Customer Service

If you have any questions about this Privacy Policy, our information handling practices, or any other aspects of your privacy and the security of your information, please contact us at:

Wisconsin Center for Education Products and Services, Inc. 510 Charmany Drive, Suite 269  
Madison, WI 53719

Email: [store@wceps.org](mailto:store@wceps.org)