



Sundance Publishing Privacy Notice: August 2013

Your privacy is of great importance to Sundance Publishing. As a user of this Web site, you are valued by Sundance Publishing and we will take appropriate measures to protect the personally identifiable information provided by and collected from you on the site in connection with the functions, facilities, products, and services offered on the site. Our website is hosted in the UK. Personal information is securely stored on servers in the UK.

What Information Does Sundance Publishing Collect?

We gather information so that we can improve and personalize your experience.

Information that Customers Give Us

We receive and store the information that you enter at the site or give to us in any other way offline. For example, we collect the information that you provide when you register your Spotlight on Comprehension Digital Books account, which includes - Name, Username, Email Address, School Name, City, and State. Student last names are not required and it is recommended that you use abbreviations, as well as Teacher Email Addresses only.

How Does Sundance Publishing Use the Information It Receives?

Sundance Publishing uses the information that users provide so you can view your purchase of digital books and utilize the functionality that has been created to maximize your experience with the product. For example, to practice and assess fluency skills, students can record themselves as they read the text aloud.

Other Uses of Information

We may use the personal information you provide on our website for internal purposes, such as for website administration, data analytics, and compliance purposes. Your personal information will not be sold to other companies.

Does Sundance Publishing Share the Information It Receives?

Sundance Publishing considers the information provided by our users to be a vital part of our relationship with our users and we treat it with great care and respect. There are, however, certain circumstances in which we may share such personal data with certain third parties, as set forth below.

Agents

Sundance Publishing, like many companies that serve consumers, hires other companies to perform certain functions. Examples include managing our database and mailing requested information. When we employ another company to perform a function of this nature, we only provide them with the information they need to complete the task and they are not allowed to use that information for any other purpose.

For Spotlight on Comprehension Digital Books, Sundance Publishing has contracted with Macmillan Education to develop, host, and manage the Digital Books and Registration platform.

Macmillan Education is committed to protecting your privacy and maintaining administrative, technical, and physical safeguards to protect against loss, misuse, or unauthorized access, disclosure, alteration, or destruction of the information you provide.

Protection of Sundance Publishing and Others

We may release account and other personal information when we believe such release is appropriate to comply with law; protect the rights of, property, and safety of our users, Sundance Publishing, or others; or enforce our Terms of Use and other agreements. In addition, we may exchange information with other organizations for fraud protection.



How Secure is Information About Me?

We will take appropriate steps to protect the information you share with us from unauthorized access, misuse, alteration, destruction, or disclosure.

Non-Personal Information We Collect

We collect certain aggregated and non-personal information when you visit our website. Aggregated and non-personal information does not relate to a single, identifiable visitor. It tells us information such as how many users visited our website and which pages were accessed. This information is collected through "cookie" technology and with "web beacons", as explained below:

Cookies

Like many companies, we use "cookies" on our website. Cookies are bits of text that are placed on your computer's hard drive when you visit certain websites. We use cookies to tell us, for example, whether you have visited us before or if you are a new visitor and to help us identify site features in which you may have the greatest interest. Cookies may enhance your online experience by saving your preferences while you are visiting a particular site.

Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all our website features.

Web Beacons

Certain pages on our website contain "web beacons" (also known as Internet tags, pixel tags, and clear GIFs or javascript equivalents). These web beacons allow third parties to obtain information such as the IP address of the computer that downloaded the page on which the beacon appears, the URL of the page on which the beacon appears, the time the page containing the beacon was viewed, the type of browser used to view the page, and the information in cookies set by the third party.

How Can I Access Information About Me?

If you'd like to review your own personal information, to correct existing information, or to remove your information, please contact Sundance Publishing via e-mail at info@sundancepub.com. If you request removal of your personal information, you acknowledge that residual information may continue to reside in Sundance Publishing's records and archives, but Sundance Publishing will not use that information for commercial purposes.

What Choices Do I Have?

As outlined in this Privacy Policy, you can always choose not to provide information, however, doing so may prevent you from receiving certain information or accessing other valuable features of the site.

Links to Third Party Sites

You may be able to access third party Web sites through links available on this site. You understand and agree that your use of such third party sites will be governed by the privacy policies of those sites and not by this Privacy Policy. Sundance Publishing shall not be responsible for the actions of the operators of such third party Web sites.

Notices and Revisions

If you choose to visit the site, your visit and any dispute over privacy is subject to this Privacy Policy, including limitations on damages and application of the law of the State of Massachusetts. If you have a concern about the privacy of our site, please send an e-mail with a detailed description of your concern to: webmaster@sundancepub.com and we will try to solve it. Our business and site change constantly. The Privacy Policy may also change. Our use of information that we receive and store is subject to the Privacy Policy in effect at the time of our use of such information. If we decided to change our Privacy Policy, we will post the revised Privacy Policy on this site.

Contacting the Web Site

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact us at 800-343-8204, or send an email to webmaster@sundancepub.com.