

## Full Direct Notice

Before we can provide the students in your classroom with access to the Service, we need to obtain consent. Under the U.S. Children’s Online Privacy Protection Act at 15 U.S.C. 6501-6506 and its implementing regulations under the Children’s Online Privacy Protection Rule (16 C.F.R. Part 312) (collectively, “COPPA”), parental consent is required for the collection, use or disclosure of personal information from children under the age of 13. We require schools to provide this consent if they allow students under the age of 13 to access or use ClassDojo in connection with classroom or school use. Teachers may provide parental consent through [“school consent”](#) under COPPA, where teachers have certified that they are acting as the agent of the parent and consenting on the parent’s behalf for the student to use ClassDojo for [educational purposes](#)<sup>1</sup>. For more information on [“school consent”](#) under COPPA, please see the [FTC’s FAQ Section N](#) as well as the [FTC’s Policy Statement on Education Technology and COPPA](#). For clarity, it is ClassDojo’s obligation to comply with COPPA as a whole, we rely on schools to provide consent under COPPA by acting as the agent of the parent, but only after providing the school with this Direct Notice. ClassDojo will not knowingly collect, use, or disclose children’s personal information in connection with school use unless the teacher or school has provided this consent.<sup>2</sup>

### Scope of Direct Notice

This disclosure for teachers (“Direct Notice”) provides important information you should consider when allowing the children in your classroom access to the ClassDojo service (the “Service”).

We explain the information we collect for your student’s use of ClassDojo below. In order to allow the students in your classroom access to the Service, you must review this Direct Notice of disclosure (including the [ClassDojo Privacy Policy](#) and [Children’s Privacy Policy](#)) and give your consent as indicated within the ClassDojo “just in time” prompt at the time you allow your

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<sup>1</sup> ClassDojo must ensure that services made available to students when schools are providing parental consent using “school consent”, are used for educational purposes, and are used in compliance with applicable laws and regulations (including FERPA, the Children’s Internet Protection Act, and COPPA). Note that some of the restrictions on the use of student’s personal information for strictly educational purposes may not apply once ClassDojo additionally obtains verifiable consent directly from parents through the “email plus” or other approved methods.

<sup>2</sup> For technological reasons, we may collect IP address and device-specific information (including device tokens used for sending push notifications) prior to obtaining your consent, but will only use this information for the purpose of providing support for the internal operations (as that term is defined under [COPPA](#)) of our Service prior to receiving your consent. We will ensure that such persistent identifiers are not used for unauthorized purposes outside of providing support for the internal operations of the Service (as that term is defined under COPPA) and are not used or disclosed to contact a specific individual through training, data access, and data segregation and storage. We will also not send out any push notifications until [school consent](#) is given and if we do not receive such [school consent](#), we will delete the device tokens within 7 days of collection. Read more in our [FAQs](#).

students access to the Service (e.g. when you provide them access to your class codes or other login methods).

We will ask for your consent before we make any material changes to the practices described in this Direct Notice of disclosure (including the [ClassDojo Privacy Policy](#)). Read more about how ClassDojo protects students in the [Privacy Center](#). Please also see our [short video](#) for students that highlights the most important details in our Privacy Policy that they should know about.

ClassDojo extends the U.S.-based COPPA consent protections in all jurisdictions, even if not legally required to do so to provide these privacy protective measures to children worldwide. If we rely on other legally applicable grounds for processing children's personal information (e.g. if we rely on legitimate interest in the European Union and the United Kingdom when acting as a Controller), we will still utilize the FTC COPPA consent methods described to provide further transparency and privacy protections for both schools and parents.

## **Information Collected**

### **We May Collect the Following Information from the Children in your Classroom**

- Name
- Birthday or age
- Grade
- Email address
- Unique student code (if the teacher has chosen to let students log in with a username/password)
- A unique username and password
- QR code login data
- Any Single Sign-on (SSO) passed data (e.g. if a teacher has allowed a student to login to the Service by using a service such as Google for Education)
- Monster Avatars, including the child's customization of their avatar and monster parts unlocked through points or fictional currency your child earns in the Service
- Photos
- Videos, including voice and audio information
- Audio recordings of classroom activity (which includes your child's voice) if enabled by the student's teacher through Sidekick Live. Raw audio is processed in memory on the teacher's device during the active session and is not written to an audio file. ClassDojo does not create, collect, or store a raw audio recording file. When the session ends, no saved audio file remains on the teacher's device, so the teacher does not need to delete one. The audio recordings may also be transcribed into text transcripts with the text transcripts sent to the ClassDojo AI Classroom Tools to summarize. ClassDojo sends the text transcript transiently to Large Language Model ("LLM") service providers ("[LLM Service Providers](#)") to summarize and the LLM Service Providers immediately discard it after returning results. See our [Biometric Privacy Notice](#) and [FAQs](#) for additional detail.

- Optional live classroom audio feature (“Live Points”) designed to let a teacher award points or trigger classroom behavior acknowledgments through spoken commands while class is in session. While Live Points is active, the ClassDojo mobile app captures live microphone audio on the teacher’s device (continuous on-device transcription), uses Apple’s [on-device speech-recognition](#) (SFSpeechRecognizer) tools to generate recognized words or phrases entirely on the teacher’s device, and then the ClassDojo app locally compares those recognized words or phrases against predefined command patterns to award points. See our [Biometric Privacy Notice](#) and [FAQs](#) for additional detail.
- Uploaded files or documents, like a presentation for class
- Written notes, like journal entries
- Responses to teacher comments posted (or activities assigned) on their Portfolios
- “Views”, “Likes” or comments on content on Portfolios, [Class Stories, and School Stories](#)
- Contents of communications between children and teachers - such as messaging within their Portfolio or messaging directly through teacher/student or parent/teacher/student messaging (“Student Messaging”). For Student Messaging we may also use certain AI Productivity Tools to assist the school and district with monitoring these messages for trust and safety purposes as further set forth [here](#), which may include our [LLM Service Providers](#) having access to these messages subject to the limitations set forth on our [AI Transparency Note](#). Please also note that while a student, parent (or teacher) may delete these messages from their inbox, and in doing so may no longer have access to these messages (or can no longer view them), these messages will remain on our servers (and your school or district will have access depending on their policies) until the school or district requests deletion (to assist with various state, federal and international record keeping obligations (e.g. FERPA). For more information on how long these are retained, please see [here](#).
- Contents of communication between children within the ClassDojo app that includes the ability to share photos and videos with other children
- Contents of communication between children within the ClassDojo virtual world where they can engage in various activities and interact and communicate with other children (including their classmates and schoolmates of the same grade level) (“[Class Islands](#)”). Contents of communication includes pre-canned chat messages and the ability to view other children’s screenshots of the game for Class Island users.
- [Class Islands](#) game activity and progress information, including the student’s monster avatar, building activities and other accomplishments, product logs and events such as interactions with ClassDojo’s fictional virtual currency earned or “spent”, inventory, progress, social connections (e.g. classmates, schoolmates), and any digital or virtual items acquired or unlocked. \*Note that [certain information](#) (e.g. a student’s list of classmates and same grade schoolmates) is shared between Class Islands and Home Islands (Dojo Islands used at home) when the student’s parent provides consent.
- Face Detection: ClassDojo may use Amazon’s face-detection technology ([DetectFaces](#)) to determine whether faces are present in an image in [Class Stories and School Stories](#) and to return certain face details needed for photo-processing workflows. Face detection may also be used in connection with My Kid in Memories (a feature parents must

specifically opt into) or another photo-processing workflow to determine whether faces are present and return face details needed for that processing. Face detection is different from face recognition or face comparison and does not by itself determine whether one child's face matches another face across photos. We use it for purposes like determining if a photo is a group photo. If face-detection is used, face details from photos of students in [Class Stories and School Stories such](#) as bounding box coordinates for each detected face, facial landmarks (e.g. eye position, nose, mouth locations), pose, quality metrics (brightness, sharpness) and confidence scores may be collected and processed by our third-party [service provider](#) Amazon and its [Amazon-DetectFaces](#) product. ClassDojo may also process the image itself, or image bytes temporarily transmitted to [Amazon - DetectFaces](#), to obtain those returned face details. Amazon [documents DetectFaces](#) as a stateless, non-storage API operation that does not persist any data after processing is complete. This data is not used by itself to identify a student across photos or to perform face recognition. We will not use this data for any other purpose. In addition, ClassDojo has configured an AI services [opt-out](#) policy with Amazon, which instructs Amazon not to use or store any content (including images, face-detection outputs, and derived data) processed through our use of Amazon's Rekognition to develop, improve or train that service or technologies of Amazon or its affiliates. ClassDojo does not maintain a persistent face-detection database for this feature. Any face-detection outputs returned to support the requested workflow are handled only as long as necessary to complete that workflow and are not retained as a persistent biometric template database for face-recognition purposes. We may, however, retain limited logs and records needed to document and honor requests. See our [Biometric Privacy Notice](#) and [FAQs](#) for additional detail.

- IP address
- [Cookies and other similar technologies](#) (*we will never use third party technologies in child logged in areas of the Service in connection with advertising the Service or third-party services*)
- Local storage
- Device-specific information, such as device type, device brand, operating system, hardware version and settings, device settings, file and software names and types, battery and signal strength, device token (to send push notifications) and device identifiers (including unique device IDs). We may also collect device event information such as crashes, system activity, browser type, browser language, the date and time of the child's request and referral URL, and any information the student's device's camera application may send (e.g. EXIF data which may contain location information). We strip EXIF information from photos before the photo is viewed by others.
- Cross-device collection - we may link your student's identifiers on different browsers and environments they are using, such as with our syncing technology, [DojoCast](#)
- Mobile application information, such as operating system and application version, history, and crash status
- Location information, but not precise geolocation
- Online status

- Conduct and safety information - such as data collected when a child uses the Class Islands in-Island report feature to flag inappropriate content, including the child reporter's user ID, timestamp, Island type (e.g. Class or Home Island) and Island ID, relevant class or school information (such as class name, teacher's email, and school verification status), a screenshot of the reported content, which blocks a user placed, and details of other users present on the island at the time of the report. We may notify and share this information with parents if follow-up is necessary based on the information collected. In addition, on behalf of schools or districts, ClassDojo may provide tools to assist the schools to manage the trust and safety of Student Messaging as further set forth in the Student Messaging section above.
- Server log information, including from the student's device, that is automatically collected, such as IP address
- Product events, including from the student's device, about how the Service is being used and which features are being used (e.g. the last activity a student started, number of feedback points earned, or whether they logged in via QR code to their [Student Account](#) on the parent's device. Our product event logs may also include unique IDs and IP addresses.

The device and application related data is collected from the device and application being utilized to give the child access to ClassDojo accounts (e.g., the classroom or parent's device if the child is utilizing the teacher's or parent's device, or the child's device if they are logging in separately on their own device). ClassDojo does not require a child to provide more information than is reasonably necessary to participate in the Service. If we discover that we have collected information from a child in a manner inconsistent with COPPA, we will take appropriate steps to either delete the information or immediately seek the [school's consent](#) for that collection.

Please see our [Information Transparency chart](#) for the detailed categories of information we collect from each user type as well as our [Mobile App Permissions chart](#) for more detail on our mobile app permissions.

### **Information Collected from Educators or Parents**

Parents, teachers, [School Leaders](#), Admins and District Admins may provide the information set forth below about a child which we will link or combine with the information listed above that we collect from the child.

*Teachers, [School Leaders](#), Admins and District Admins about students:*

- **Demographic Information:** Your student's first and last names, dates of birth, student grades, class name (or list of all class names), school name and location, and agents (connected students and family) which may be provided by these users. In addition, this information may also be provided through a third party [service provider](#) (e.g., Edlink) collecting this information directly from the district or school through the district's Student Information System (SIS) as allowed and instructed by that district.

- **Attendance:** Teachers or [School Leaders](#) may record your child's attendance in their classes. Additionally, a [District Admin](#) or [Admin](#) may record school attendance of your child as well.
- **Feedback Points:** [Feedback Points](#) which may be given by a teacher, [School Leader](#), or authorized [Admins](#) to a student (including both points awarded in the classroom or points awarded in school outside the classroom).
  - *Classroom Feedback Points:* These points can be awarded to students by their teacher (including automatically awarded through Live Points), and are viewable by the student's teacher or co-teachers (who awarded them), any connected parent accounts (if the teacher has elected to show them to the parent), and [School Leaders](#). If the teacher chooses to display totals to the class, other students in the class may be able to see each other's aggregated totals (but not individual Feedback Points). We may also present aggregate summaries (e.g. total percentage of Feedback Points awarded by the teacher along with any photos from a Class Story or School Story to parents).
  - *School-wide Feedback Points:* These points can be awarded by any [School Leader](#), teacher, or [Admin](#) for activities outside of the classroom (such as responsibility, teamwork, respect, compassion). They can be viewed by students, their connected parent accounts, [School Leaders](#), and [Admins](#) who awarded them. Other teachers may see these points in the process of awarding a point to a student and can see total schoolwide points awarded.

For all Feedback Points collected in school and the reports generated that show these points, we also collect product events (e.g., the number of points given, skill, which reports are viewed, etc.).

- **Content on Portfolios, [Class Story](#) and [School Story](#):** Content (including photos and videos) added to a student's portfolios or [Class Stories](#) or [School Stories](#) by their teacher, and any activities assigned by their teacher as well as comments or communications from the student's teachers to their students on these activities. We combine Class and School Story posts (which may include your students' names, class details, and photos) into a unified feed for authorized [Admins](#), including [School Leaders](#) and District Admins. This consolidated information is used by [School Leaders](#) to track, monitor and engage with school activities effectively. [School Leaders](#) can access all Story posts from individual classes and the entire school in chronological order. They can also like and comment on [Class or School Stories](#), and view engagement details on each post, but currently can only add posts to School Stories, not Class Stories.
- **Artificial Intelligence ("AI") Classroom Tools and AI Productivity Tools:** A teacher may choose to provide text only "inputs" (which may include [personal information](#) about a student, such as their name, class participation details, or homework responses, text transcriptions of classroom audio) and "prompts" to the ClassDojo teacher [AI tools](#) to assist the teacher within the classroom ("AI Classroom Tools") to generate various school-related content or "outputs", such as [Class Story](#) posts, messages, assessments, thank-you notes, report card comments, summaries of classroom audio transcriptions).

For instance, the teacher might use a student's name and class participation details to draft an editable [Class Story](#) post about a recent project or field trip, or draft an editable thank-you note or editable report card commentary. The content created through this process, including the AI-generated "outputs" will only be shared with the student, the student's parent, and authorized teachers and [Admins](#). In addition, ClassDojo may provide certain AI features to assist teachers, School Leaders and Admins with certain non-classroom related use tasks (e.g. uploading rostering lists and monitoring Student Messaging for trust and safety purposes) ("AI Productivity Tools"). For use in connection with Student Messaging, ClassDojo does not directly monitor these messages for trust and safety purposes, including any reports flagged by the AI Productivity Tools, but provides these tools for the schools to utilize. However, if ClassDojo obtains actual knowledge or is otherwise made aware of a trust and safety issue, it may be required to report certain trust and safety instances (such as to the National Center for Missing and Exploited Children (NCMEC)). These school users may choose to provide "inputs" that may contain text or photos/videos (e.g. a photo of a classlist of students) in connection with the use of these AI Productivity Tools. For more information on the "input" and "prompts" used to generate the AI "outputs", as well as the information shared with our [LLM Service Providers](#), please see our [AI Transparency Note](#).

**Classroom Audio Recordings and Live Points:** Please see the "Classroom Audio Recordings" and "Live Points" section in the "Information Collected from Children" section above.

*Parents about their child:*

- **Demographic Information:** Additionally, if not previously provided by a school or the student, when a parent is creating their child's [Student Accounts](#), a parent may provide their children's names, grade, and dates of birth or ages. If a parent creates an [Outside School Child Account](#), we will separately obtain [parental consent](#) directly from the child's parent and will not rely on [school consent](#). For more details on how we obtain parental consent directly from parents and what types of verifiable parental consent are used, please see our [FAQ](#). We may pre-populate certain information such as a child's name and grade if a parent uses their ClassDojo Services account to login to any existing ClassDojo Services, including a [Dojo Tutor](#) account that they have. See the Dojo Tutor [Privacy Policy](#) for more details as well as the "Sharing of Student Data for Non-School Use below.
- **Content on Portfolios, Class Story and School Story:** Content (including photos and videos) your students' parents may add about their children to their child's portfolios or [Class Stories or School Stories](#) or any comments mentioning their children on Portfolios, [Class Stories or School Stories](#). Parents may choose to organize, filter, or select certain photos previously posted on their child's Class Stories to be included in digital photo albums called [Dojo Photobooks](#). After separately obtaining [parental consent](#), we will

send these selected photos as well as class details (e.g., class year, grade level) about their children to a service provider to create these [Dojo Photobooks](#).

- **Premium Features and Home Points:** If your student's parent allows their child access to use certain [Premium Features](#) within the child's [Student Accounts](#) or their [Outside School Child's Accounts](#), we will also separately obtain [parental consent](#) directly from a parent and will not rely on [school consent](#). The Home Points may be combined with the Feedback Points earned in school for a combined point total, but the Home Points are only viewable by the connected parent account(s) and the child using their [Student Account](#) or [Outside School Child Account](#) and are not viewable by the child's teacher or other students. All points (Home Points or Feedback Points in school) are collected by ClassDojo and may be used by ClassDojo to provide the Service, including providing certain Premium Features to parents (e.g. enhanced school reports), sending appropriate [push notifications](#) or other [in-app notifications](#) to a student and for internal analytics on product usage. For all points (Home Points or Feedback Points collected in school) and the reports generated that show these points, we also collect product events (e.g., the number of points given, skill, which reports are viewed, etc.).
- **Digital Photobooks, Face Recognition and Exclusion Templates:** If your student's parents purchase or utilize these features, including in connection with [Class Stories or School Stories](#), they will be required to separately opt-in and provide consent. Please see our Children's Privacy Policy for more details on the personal information collected and how it is used or disclosed.
- **Parent AI Tools:** If your student's parents purchase or utilize these features, they will be required to separately provide consent. Please see our [Children's Privacy Policy](#) for more details on the personal information collected and how it is used or disclosed.

### **How We Use Information About the Children in Your Classroom**

Information collected from the children in your classroom (including [personal information](#) and information collected automatically) is never used or disclosed for [third-party advertising](#). We also do not place any third-party advertisements in areas of the Service where children are logged in. Additionally, personal information collected from children is never used for [behaviorally-targeted advertising](#) to children by us or any third-party, and children's personal information is never sold or rented to anyone, including marketers and advertisers. We may present [contextually relevant](#) recommendations for educational content (not using a child's [personal information](#)) for either our own products (e.g., [Premium Features](#) or [Home Islands](#)) or third-party products and services that we believe may be of interest to children (e.g., our co-created content with Yale University on Mindfulness and Heart of a Champion series). We also offer a [Student Data Privacy Addendum](#), an agreement we enter into with schools or districts that further describes our duties, responsibilities, and commitments with respect to [Student Data](#) that we collect or receive.

Our uses of children's personal information are set forth below:

## *Non-AI Uses*

In addition to the uses mentioned above, we use the information we collect from children (or about children from parents, teachers, [School Leaders](#), and authorized [Admins](#) (including District Admins):

- To provide and improve (as allowed by law) the Service, including to send push notifications or other in-app notifications to children (e.g. to encourage them to take certain actions in the Service)
- For internal analytics on product usage and quality
- For [educational](#) purposes
- To identify, fix and troubleshoot bugs and Service errors
- For security and safety purposes, including enforcing our Terms, and assessing and addressing offensive content (including with the information collected through student's customer service reporting)
- To comply with legal process or other laws
- As allowed by law

## *Artificial Intelligence ("AI") Uses*

ClassDojo uses AI Classroom Tools to help teachers generate teaching-related editable content, such as Story posts, messages, report card comments or assessments and summaries of classroom audio transcripts. Additionally, ClassDojo uses AI Productivity Tools to better assist teachers, School Leaders and Admins with certain non-classroom related tasks such as uploading rostering lists or monitoring Student Messaging for trust and safety purposes. Data obtained from the inputs, prompts and outputs may be accessed, processed and used by ClassDojo to provide, improve (as allowed by law) and maintain the Service (such as generating teaching-related content for [Class Story](#) posts, messages, assessments, thank-you notes, and report card comments), perform internal analysis (including to provide metrics and data logs or activity records needed for measuring up/down time and, debugging the tools), and keep our platform safe and secure. To understand more about the specific "prompts" used to generate these AI insights, the information shared with the [LLM Service Providers](#), and ClassDojo's use of AI in connection with the AI Classroom Tools and AI Productivity Tools, please see our [AI Transparency Note](#). We are currently using OpenAI and Anthropic as our [LLM Service Providers](#). Children's data used to provide the "inputs" (e.g., name, school, role, etc.) may be transiently retained by the LLM Service Providers to provide the Service to ClassDojo. Similarly, the "output" produced may be transiently retained by the [LLM Service Providers](#) to provide the Service to ClassDojo. ClassDojo has entered into a specific contract with the [LLM Service Providers](#) for "zero data retention" beyond this transient retention for the ClassDojo-provided AI tools mentioned above. This means that the prompts, inputs, and outputs (a) will not be logged for human review by the [LLM Service Providers](#) and (b) will not be saved to disk or retained by the [LLM Service Providers](#). Note, however, that the [LLM Service Providers](#) may perform automated screening of the inputs and prompts for safety purposes (the "Safety Classifiers"), which shall consist solely of metadata (including classifier types, dates, counts, and confidence scores) and shall not include any inputs, prompts, or outputs themselves (including summarizations of prompts, inputs, or outputs) or any portion thereof. The [LLM Service](#)

[Providers](#) may retain Safety Classifiers. ClassDojo then receives and retains this AI output in connection with the various AI tools for only as long as the teacher's (or your student's) account is [active](#), unless we are required by law to retain it, need it to enforce our policies or to ensure the security of our community.

**ClassDojo does not use any children's [personal information](#) contained in any inputs, prompts, or output to train any of ClassDojo's [AI systems](#). ClassDojo will only train our [AI systems](#) with data that has been [de-identified](#) in such a way that is not traceable to any ClassDojo user. Additionally, ClassDojo does not allow any [LLM Service Providers](#) or AI third-party [service provider](#) it may utilize to use any information (personal information or de-identified) to train, improve or develop their [AI systems](#). This commitment includes the information contained in the chart detailed in the [AI Transparency Note](#), such as the teacher provided inputs, used to produce the AI outputs. For more information about our retention periods for this information, please see this [chart](#).**

### **Disclosure of Children's Personal Information**

We do not disclose any [personal information](#) about children to third-parties, except to [service providers](#) (e.g. AWS) necessary to provide the Service; authorized school personnel (such as teachers, [School Leaders](#), [Admins](#) (including District Admins)); as directed by your school; as directed or approved by your children's parents or legal guardians (such as in connection with certain sharing as set forth below in the "Sharing Student Data for Non-School Use" section); as required by law; or to protect the security of the Service or other users. You can visit our [service providers](#) page to see the list and categories of third-party operators collecting or maintaining personal information from children through the Service, the purpose for such disclosure, as well as an indication on whether these service providers are integral to the Service. Please contact us as set forth in the section "[How Can I Contact ClassDojo with Questions](#)" with questions about the operators' privacy policies and collection and use practices. For additional information on the limited other circumstances in which we disclose children's [personal information](#), please see the "[Will ClassDojo Share any Information it Collects](#)" Section in the Services Privacy Policy.

Except as noted above with respect to AI, as allowed by applicable laws, and in compliance with our [Student Data Protection Addendum](#), we may share aggregated or [de-identified](#) information, which cannot reasonably be used to identify children, with third parties for various purposes, including compliance with various reporting obligations; to demonstrate how the Service is used; for business purposes; or to assist third parties in understanding our users' interest, habits, and usage patterns for certain programs. If your school or district has entered into a custom [Student Data Privacy Addendum](#), any additional restrictions on the disclosure of [Student Data](#) or [de-identified data](#) will also be set forth there.

## **Visibility of Children's Personal Information**

No [Student's Account](#), or [Outside School Child's Account](#), profile, or [Portfolio](#) is made available or visible to the general public through ClassDojo. For a list of what logged in student users' and Outside School Child Users' information can be viewed by other logged in ClassDojo users, please see our [FAQ](#).

### **School Use**

When children are using ClassDojo in the classroom (or at home in connection with school use), only the children, their parents (and any connected parent account(s) (which may include other adults your children's parents may authorize and invite), authorized school personnel (such as you and other connected teachers (including those outside the children's school), [School Leaders](#) authorized [Admins](#) (including District Admins) connected to the class or school can see the content in the children's individual [Student Accounts](#) and [Portfolios](#). This includes [Feedback Points](#) (if a teacher has chosen to share them with parents), Student Activity Responses, contents of messages, [Portfolio](#) Comments, and Student Messaging. If a teacher displays their teacher account publicly in class, then students may see other students' aggregated total [Feedback Points](#) (but not individual Feedback Points).

A student can only upload content (such as Student Activity Responses, photos, videos, journal entries, or documents) to a portfolio or otherwise (such as commenting on [Class Stories](#)) to the Service for school use through their [Student Account](#). This can't happen without either (1) the child's parent providing [parental consent](#); or (2) the child's teacher representing to ClassDojo that they have provided [consent](#) through acting as the agent of the parent. Additionally, the child's teacher [must approve](#) the post made by the child through their Student Account, before it is shared with a parent on the student's portfolio. Once a post has been approved by the teacher, any subsequent comments or replies to that post by a child will be added without approval by their teacher and also become visible to the parent. Parents are able to view their child's portfolio (through their own parent account) after their child's teacher has approved the student-submitted content as mentioned above, including Student Activity Responses. Parents will then also be able to view any content uploaded by their child, or their child's teacher. Please note that parents may not see prior drafts of the student-submitted content or Portfolio Comments prior to the final teacher approval that allows parents to access and view and may not see all [Feedback Points](#) awarded by the teacher in school if their child's teacher has elected not to show these. For Student Messaging, please be aware that the child's school or district may also have access to view these messages (including the child's teacher, School Leaders, and Admins (including District Admins) as set by the policy at the child's school. If a child adds content to their [Student Account](#) in the classroom, other students can't view that child's individual [Student Account](#) or [Portfolio](#) unless those other students have intentionally chosen that child's name from the list of names shown to them while logging in (if a teacher chooses to post a class QR login code), or viewed the camera roll locally on the device that the child used to save the photos and videos taken by them. Teachers have the option to use individual QR codes or links specific to each student for private and individual login purposes to prevent this. However, other students in the child's class may see the child's avatar and name. Teachers may

share their classes, including [Feedback Points](#), [Portfolios](#), and [Class Story](#), with other teachers or [School Leaders](#) in their school (or outside of their school).

ClassDojo does not knowingly post any children's [personal information](#) publicly online unless the child's teacher has explicitly chosen to do so (or allow children to) on [Class Story or School Story](#) (under "[school consent](#)" under COPPA). The Stories are not visible to the general public. Students can view or "like" content and comment on these Stories (but can't upload content such as photos or videos) and are only able to do this once either the school or ClassDojo has obtained [parental consent](#), if under 13. Parents (which may include other adults that a parent authorizes and invites), authorized school personnel (such as teachers, [School Leaders](#), and authorized Admins (including District Admins)) connected to the class or school can add content or comments to these stories. All content added (including likes) by any user may be seen by other logged-in users with access to these Stories, as well as the user's name (only first name and last initial for students) and their profile picture, if added (for teachers, [School Leaders](#), Admins or parents), or their ClassDojo monster (for students) posted next to the comment or content. Please note that comments posted by students on Stories are not pre-approved by the student's teacher before being posted. However, teachers must first choose to [turn on](#) the Story commenting feature for students. In addition, teachers have the ability to turn off the Story commenting feature for students and parents as well and can delete any individual user comment. If any user needs to report any abuse or inappropriate content on a [Class Story or School Story](#) that has not been addressed by the connected teacher or school, they may do so by emailing at [safety@classdojo.com](mailto:safety@classdojo.com). ClassDojo may notify and share information about these reports with parents if follow-up is necessary based on the information collected.

If a teacher or school has chosen to allow the use of [Class Islands](#) in the classroom, other students in the child's class may view the child's content and interact with the child as set forth [here](#), but still can't view one another's individual [Student Accounts](#) or [Portfolios](#). Additionally, the customization of the monster by the child within Premium Features or Home Islands may be viewable within the child's [Student Account](#) (and thus viewable by the child's teacher or other students in the classroom).

Output generated through the use of the in school [AI Systems](#) (e.g. the AI Productivity Tools and AI Classroom Tools) will only be shared with the student's parents, the student, and authorized teachers and [Admins](#) (including District Admins).

### **Retention of Children's Information**

Retention and deletion of [Student Data](#) and [education records](#) is at the direction of the school. We enter into [Student Data Privacy Addendums](#) with schools or districts that further describes our duties, responsibilities, and commitments with respect to [Student Data](#) that we collect or receive. There may be some content created by a student that a parent, legal guardian or student may also elect to maintain when a school requests deletion - known as [Student-Generated Content](#). Please see our [FAQ](#) for details on how to request to maintain Student-Generated Content.

In addition, we will not retain a child's [personal information](#) for any longer than is reasonably necessary to fulfill the purpose for which the information was collected, including for [educational purposes](#) or legal obligations, or to provide the Service for which we receive or collect the child's [personal information](#), including if a child's parent directs us to retain certain content by electing to purchase our [Memories](#) or [Dojo Photobooks](#) features. Additionally, we only keep a child's personal information for as long as their [Student Account](#) is [active](#), unless we are required by law or the child's school to retain it, need it to ensure the security of our community or our Service, or to enforce our Terms (which shall not include retaining indefinitely). More specifically, ClassDojo operates a data protection policy to protect all students' (not just users under 13) and children's information ("Student Data Protection Policy"):

1. [One year deletion policy for Feedback Points](#): To protect students, ClassDojo sets limits on how long students' [Feedback Points](#) and associated comments given in the classroom or school setting are retained. For all students, Feedback Points older than 12 months are automatically deleted (or de-identified and aggregated) and associated feedback comments deleted after a year. This means Feedback Points cannot exist long-term. Teachers can also delete classroom Feedback Points at any time. [School Leaders](#) can also delete Feedback Points given in the school setting at any time.
2. [Deleting inactive Student Accounts](#): If a student's [Student Account](#) is [inactive](#), ClassDojo will automatically delete the Student Account. Learn more about how we delete Student Accounts [here](#). Please note that certain content 1) within a Student Account or student portfolio (uploaded by the student, teacher, or their parent), such as photos, videos, [Student Activity Responses](#) or [Portfolio Comments](#), or 2) uploaded by a teacher, [School Leader](#), parent, or student through [Class Story or School Story](#) may be kept after deletion of a Student Account as we are required to retain these at the direction of the school (e.g., for legal compliance reasons such as maintenance of "[education records](#)" under the [Family Educational Rights and Privacy Act \(FERPA\)](#) or "[Student Data](#)" under state student privacy laws or equivalent laws internationally). This content may also have been selected by the school or the student's parent to be retained by us through your purchase of our [Memories](#) or [Dojo Photobooks](#) feature. Please see our [FAQ](#) about how to request deletion of this content.

Please see our [Information Transparency chart](#) and [AI Transparency Note](#) for more details on specific retention periods for Student Accounts.

We may retain and use [de-identified data](#) for any purpose and for as long as we deem appropriate or as otherwise allowed by law or as further limited by any school or district's [Student Data Privacy Addendum](#).

### **Sharing Student Data for Non-School Use**

If a child is using [one of ClassDojo's out of school products, such as "Home Islands", Dojo Tutor](#), or if one of your students or their parents are using some of our [Premium Features](#) or [Dojo Photobooks](#), some of the child's data, including what may be considered [Student Data](#) under various state student privacy laws or [education records](#) under the [Family Educational Rights and Privacy Act \(FERPA\)](#), will be used and shared between in school and out of school use (use

not in connection with a school) with parental consent. For example, if a child is connected to a school, the parent can elect to have the child's data obtained from school use then used to fill in the child's name for the [Outside School Child Account](#). Prior to this sharing, the child's parent will [have consented](#) to this use and sharing. See [our FAQ](#) for more detail on what information is shared between [Outside School Child Accounts](#) and [Student Accounts](#). Any [Outside School Child Account](#) will also be linked with the [Student Account](#) your child has (if both exist), but only certain content will be viewable by the child's teacher and only certain limited [Student Data linked or shared](#) between the two accounts. We have also obtained authorization through our [Student Data Privacy Addendum](#) and Terms of Service entered into with schools or districts to allow for this limited use and sharing of [Student Data](#) or [education records](#). If your school or district has a custom Student Data Privacy Addendum that limits this sharing, we will also honor this. Additionally, see [here](#) for more information on Dojo Islands and as well as our [FAQ](#) on Dojo Tutor.

Additionally, a parent may choose to link their [ClassDojo Services](#) account with a [Dojo Tutor](#) account. If the parent signs-up for [Dojo Tutor](#) using their ClassDojo account, we may share and use their [ClassDojo Services](#) login credentials (e.g., your email address, user name) and their child's name (and possibly other limited fields of [Student Data](#) or [personal information](#) of their child that they allow) to pre-populate their [Dojo Tutor](#) profile. Parents will have consented to that use and sharing of their child's [Student Data](#) and [personal information](#) for this use. While the child's [personal information](#) (e.g., name) and tutoring information (e.g., tutoring assessments) will be linked and accessible in both the parent's Dojo Tutor and ClassDojo Services accounts, their child's [Student Account](#) information on ClassDojo will remain separate and viewable only through the parent's [ClassDojo Services](#) login, ensuring that school information remains segregated and separate from non-school information. Additionally, certain Dojo Tutor tutoring information, such as tutor assessments, feedback and other session information (e.g. session recordings) ("Dojo Tutor Information") may be shared at the direction of the parent to their child's teacher at the parent's initiation to the main ClassDojo Services ("Dojo Tutor Information Sharing"). When this Dojo Tutor Information Sharing occurs with the ClassDojo Services, a copy of the Dojo Tutor Information will be made to share. This is a copy of the assessment and only this copy will become [Student Data](#) once the teacher has elected to save and bring this information into either their account or the student's [Student Account](#) in the main ClassDojo Services. The child's [Student Account](#) information on ClassDojo will remain separate, ensuring that school information remains segregated and separate from non-school information. For more information, please see our [FAQ](#). While Dojo Tutor may match the teacher's first and last name, school information, and email address from an existing in-school [ClassDojo Services](#) account to enable the Dojo Tutor Information to be shared, Dojo Tutor will not make this Dojo Tutor Information downloadable to the teacher or accessible in any in-school ClassDojo account unless the Dojo Tutor Information was shared at the direction of (or by) the parent, nor will it treat such Dojo Tutor Information as an [education record](#) or [Student Data](#) under the [FERPA](#) until such time as Dojo Tutor has entered into a contractual relationship to provide such Dojo Tutor Services to the school or district.

In addition, please note that a parent may specifically request (e.g. through an in-product prompt) that we make a copy of certain of their child's [Student Data](#) or [education record](#) for their own use (including to purchase Premium Features or other products and services) and such copied data will no longer be treated as [Student Data](#) or an [education record](#).