

Full Direct Notice

Before we can provide your child with access to the Service, we need your 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. ClassDojo will not knowingly collect, use, or disclose your child's personal information unless you've provided this consent*.

Scope of Direct Notice

This disclosure for parents ("Direct Notice") provides important information you should consider when allowing your child (or children) access to certain ClassDojo features when choosing to set up your child's ClassDojo account or to allow them to log in to accounts previously created in school or to otherwise access the ClassDojo service (the "Service").

Please note that you will only be giving consent once and that it will also apply to any children that you subsequently allow future access to the Service, set up accounts for, or whose [Student Data](#) or education records you view after your consent. We explain the information we collect for your child's use of ClassDojo below. In order to create an account for your child, or allow them access to certain features or the Service, or to access your child's [Student Data](#) or [education records](#) in our [Premium Features](#) or Dojo Photobooks, you must review this Direct Notice (including the [ClassDojo Privacy Policy](#) and [Children's Privacy Policy](#)) and give your consent by checking the box below.

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 Children

- Name, nickname
- Name pronunciations (multiple choice options)

- Birthday or age
- Grade
- Email address
- Parent email address (to get your consent and contact you about your child's account)
- Parent mobile telephone number (to get your consent and contact you about your child's account)
- 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 your child'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 discards it after returning results. Please contact your child's teacher to inquire if they are using Sidekick Live. 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. If your child's teacher elects to use Live Points, 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. Please contact your child's teacher to inquire if they are using Live 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/teachers/student messaging ("Student Messagin"). 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 child (or you as the parent) may delete these messages from your 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 child's school or district will have access depending on their policies) until your child's 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 communications between children within the ClassDojo app that includes the ability to share photos and videos with other children
- Quiz responses in connection with Quizzes prepared by ClassDojo to test your child's knowledge of certain subjects (e.g. math). These quiz responses may be shared with Dojo Tutor (and your child's tutor) if you later purchase a Dojo Tutor tutoring session.
- Progress through Dojo Math learning sessions such as start/stop times and response times, interaction events within lesson games, answer tracking, assessment records, and game scores.
- Usage and contents of pre-canned chat messages, emojis, and in-game screenshots within the ClassDojo virtual world ("Dojo Islands" or "[Home Islands](#)"). Children can use pre-canned messages and emojis to interact and communicate with other children within the Outside School Service (including their siblings, classmates, former classmates, and schoolmates of the same grade level) Children may also interact with peers - children that are not friends, family, or classmates - but are of the same grade (if you as the parent provided your child's grade as noted below, and have not turned off the ability for your child to be matched with peers).
- For both Class Islands and Home Islands we collect game activity and progress information, including your child'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 for Home Islands only - kids invited and connected with), and any digital or virtual items acquired or unlocked (e.g. additional costumes for their monster, digital pets and jetpacks). *Note that [certain information](#) (e.g. your child's list of classmates and same grade schoolmates) is shared between ClassDojo and Dojo Islands when you provide your consent here.
- Reading interests (e.g. animals, sports)
- Home Island Inviting and Connecting - Your child may invite both guest users (kids that currently do not have Home Island accounts) as well as registered users (kids with Home Islands accounts) to come play with them through the use of a QR code that can be printed or shared on your child's device. The QR code will not contain [personal information](#) of a child (e.g. it is a unique hashed code). If we allow your child to share the QR code through email, SMS or otherwise share the QR code in a way that will disclose [personal information](#), we will ensure that we obtain [heightened verification](#) before obtaining your consent. ClassDojo will collect the information on those individuals the child or teen invites,

but will not otherwise collect any email or SMS information entered by the child or teen to invite their friends/connections. ClassDojo uses a third-party [service provider](#) to facilitate this sharing when using email or SMS. The children that accept the invite from your child (e.g. scan the QR code) that are currently registered Home Island users (meaning they also have parental consent) will be automatically added to the list of connections ("Connections List") that your child can now add as a connection. The Connections List consists of (i) those children or teens that your child has invited via QR code (and who have accepted their invite); and (ii) your child's siblings, classmates/former classmates and schoolmates of the same grade. Until the invited child is then added as a connection by your child, then can play with your child in Home Islands in a [limited capacity](#). Connections of a child who are invited via your child's QR code ("Shared Connections") can also play together with other connections, but will only appear in your child's Connections List if (i) they are already connected to your child via school; (ii) they are your child's sibling; or (iii) are subsequently invited themselves via the QR Code. Otherwise Shared Connections will not appear in the Connections List to be added as a connection. Shared Connections will be identified to your child in Home Island by the connection they have in common.

When your child adds another child from the Connections List as a connection, this creates a two-way connection that allows your child to engage in certain activities. Currently, these activities consist of: (i) viewing the online status of their connection, (ii) receiving notifications (e.g. push notifications and in-game notifications) of their connection's online status and when their connections take certain actions; and (iii) contacting their connection through initiating pre-set push or in-game notifications (e.g. to request that they play with them on Home Island) - your child can't directly communicate with other kids through these pre-set notifications and will only see their connections first name and last initial; and (iv) taking in game screenshots and viewing other players' in game screenshots. If your child has not connected with a child from the Connections List, they may still play on Home Islands with this child, but will not have the same 2-way connection (e.g. they will not see their online status or receive notifications regarding their connections). ClassDojo collects information on who your child connects with from the Connections List, and when they are online, as well as information about the actions your child may take in connection with a notification sent (e.g. sending a connection request, playing with a connection) as well as metadata collected or used to send push notifications and in app notifications (e.g. game banners) and metadata collected in connection with the notification itself (such as device type, local time, and view and click data). In addition, ClassDojo collects the screenshots taken, screenshot views, and product events and metadata associated with inviting (e.g. who invited, time of invite) and connecting (e.g. who they connected with from the Connections List). ClassDojo also collects your child's online status in Home Islands and uses this to 1) display the online status to other child or teen users in Home Islands (per the child or user's settings); and 2) send out certain notifications regarding the child's or teen's online status within Home Islands (e.g. to alert a connection that they are online). Your child's online status can be shown to anyone your child has connected with and may also be shown in game. Please note that ClassDojo has instituted certain safety and privacy by default measures to ensure that both online status and notification alerts are

age-appropriate (e.g. quiet hours on by default) and not excessive (e.g. limiting the amount of notifications sent each day). Please see [here](#) for more details. In addition, please see our [Parental Controls FAQ](#) for more details of the controls available to parents in connection with inviting, connecting with, online status, and notifications on Home Islands.

- Home Island Subscriptions: Your child may view a Home Island Subscription request modal (e.g. “Ask Your Parent”) while playing in Home Islands. This modal will only be shown [contextually](#) based on your child clicking an icon or button or interactions with the product - we are not using any [personal information](#) or [Student Data](#) to determine how or when to show these modals. Your child can’t directly purchase a Home Island Subscription. We capture product events around your child clicking this modal and making the request to you to purchase. The Home Island subscription modal is never shown while your child is playing in school in Class Islands and is only shown to logged in Home Island users that have previous parent consent. If you as the parent have purchased a Home Island Subscription, your child will have additional digital content to interact with and we will collect additional product logs and events from your child around the use of Home Islands Subscriptions (e.g. their interactions with subscription features and screens).
- 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 data and time of the child’s request and referral URL, and any information the child’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 child’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. Please see the Home Islands section above for more detail and for the choices and controls associated with online status.
- Conduct and safety information - such as data collected when your child uses the [Dojo 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. Please note that for Home Islands reporting, ClassDojo currently sends all reports your child makes to

ClassDojo to you as the parent (and alerts your child of such parent notification when they file the report). ClassDojo acts upon the reports once you subsequently forward the reports to ClassDojo, but may choose to also review and take action directly based on monitoring of the child reports. 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 child's device, that is automatically collected, such as IP address
- Product events, including from the child's device, about how the Service is being used and which features are being used (e.g. the last activity a child started, number of feedback points earned, whether a child viewed a certain report from their device, 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 parent's device if the child is utilizing the 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 the COPPA, we will take appropriate steps to either delete the information or immediately seek the parent'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 and [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 and [School Leaders](#), [Admins](#) and [District Admins](#) about students (i.e. your child):

- **Demographic Information:** Your child's first and last name, date of birth, student grade, class name (or list of all class names), school name and location, and agents (connected students and family) 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 the teacher, [School Leader](#), or authorized [Admins](#) to your child (including both points awarded in the classroom or points awarded in school outside the classroom).
 - *Classroom Feedback Points:* These points can be awarded to your child by your child's teacher (including automatically awarded through Live Points), and are viewable by your child, your child's teacher or co-teachers, who awarded them, and your connected parent accounts (if the teacher has elected to show them to you), 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 authorized [Admins](#) for activities outside of the classroom (such as responsibility, teamwork, respect, compassion). They can be viewed by your child, your connected parent accounts, [School Leaders](#), and [Admins](#). 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 your child's portfolio or [Class Story or School Story](#) by the teacher, and any activities assigned by the teacher as well as comments or communications from your child's teacher to your child on these activities. We combine Class and School Story posts (which may include your child's name, 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:** Your child's teacher may choose to provide text only "inputs" (which may include [personal information](#) about your child, 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, your child's teacher might use your child'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 you, your child, 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 Large Language Model (“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. These features are only utilized if your child’s school has actively chosen to select and use them. Please contact your child’s school for more information on whether they have chosen to use these features in your child’s classroom.

Parents about their child:

- **Demographic Information:** Additionally, if not previously provided by your child or your child’s teacher, when creating your child’s [Student Account](#) or [Outside School Child Account](#), you may provide your child’s name, grade, and date of birth or age. We may pre-populate certain information such as your child’s name and grade when you use your ClassDojo Services account to login to any existing ClassDojo Services, including a [Dojo Tutor](#) account that you have. See the Dojo Tutor [Privacy Policy](#) for more details as well as the “**Sharing of Student Data for Non-School Use**” section below. Note if you provide your child’s age or grade, this may be used to suggest academically appropriate content for your child, and to auto-match them in limited multiplayer games with other children of their same grade within Home Islands (without showing their full name). These are children that are peers, but are not in your child’s same class/school or family. You may also turn off the ability for your child to play in these multiplayer games. For more information see our [FAQ](#). Note that turning off the ability to be matched with peers in multiplayer games does not turn off all of Home Islands. Parents may also turn off the ability for their child to play in Home Islands. When a parent turns off the ability for their child to play on Home Islands (or turns off the ability to be matched with peers), this will not turn off the ability for the child to play Class Islands in school.
- **Premium Features and Home Points:** You may choose to allow your child to access and use certain [Premium Features](#) or a Home Island Subscription within the child’s [Student Account](#) or their [Outside School Child's Account](#). See the Home Islands section for Home Islands Subscriptions. A parent can award and customize [Home Points](#) as well

as [Rewards](#) to a child for educational and other learning activities completed at home not in connection with school use (e.g. your child cleaning their room). Additionally, parents can give a Home Point when they see that the child has received a Feedback Point from school to celebrate them ("Applause"). The Home Points may be combined with the Feedback Points earned in school for a combined point total. 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 (e.g. enhanced reports), sending [push notifications](#) or other [in-app notifications](#) to your child and for internal analytics on product usage. These 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. For all points (Home Points or Feedback Points 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) you add of your child or about your child to your child's portfolio or [Class Story or School Story](#) or any comments mentioning your child on Portfolios, [Class Story or School Story](#).
- **Digital Photobooks:** In connection with organizing, filtering, or creating digital photobooks from your [Memories](#) feed (which includes photos from your child's or teen's [Class Story and School Story](#)), you as the parent may request (through an in-product prompt) that we make a copy of Memories from your child's school (which may contain [Student Data](#) or [Education Records](#)) to allow you to filter, organize, or further utilize these photos to create digital photobooks (and to allow us to commercialize this content (which may contain [Student Data](#) or [Education Records](#))) on your behalf.
- **Parent AI Tools:** You as the parent may choose to utilize certain at-home AI tools or features (e.g. Homework Helper or Family Sidekick) by actively engaging with one of our AI tools designed for parents within the Service ("Parent AI Tools). These Parent AI Tools are not intended to (and should not) be used by children or teens. In connection with using the Parent AI Tools, you may provide or upload certain text, video or photo content which may include [personal information](#) about your child (e.g. a parent can upload images of worksheets or questions about child development that may include their child's name or interests) ("input") into the Parent AI Tools to help provide guidance for their child's homework or provide developmental guidance. For instance, a coloring page could be generated based on what the parent inputs about the child's interests. ClassDojo will then provide a set of instructions or "prompts" (e.g., "find additional exercises on first grade math related to this worksheet") into the Parent AI Tools and will then send both the input and prompts to integrated [LLM Service Providers](#). These LLM Service Providers then perform certain AI-related functions upon the input in order to produce AI generated responses on the input called the "output". The output is then returned to ClassDojo by the LLM Service Providers. ClassDojo then takes this output and presents it to the parent in the Services to allow for their review. The content created through this process, including the AI-generated "outputs" will only be shared with the child's connected parents and those individuals the parents choose to share

with. For more information on the “input” and “prompts” used to generate the AI “outputs” on the Parent AI Tools, as well as the information shared with our [LLM Service Providers](#), please see our [Parent and Child AI Transparency Page](#).

How We Use Children’s Information

Information collected from your child (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 your child is logged in. Additionally, personal information collected from your child is never used for [behaviorally-targeted advertising](#) to your child 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 your child (e.g., our co-created content with Yale University on Mindfulness and Heart of a Champion series).

Our uses of your child’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 the Service and improve it (as allowed by law), including: to send push notifications, to share in-app notifications, or to speak to your child through text-to-speech services. Examples include encouraging them to take certain actions within the Service or to encourage their participation/results.
- 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 children’s customer service reporting)
- To comply with legal process or other laws
- As allowed by law

Additionally, we use the information we collect from [Outside School Child Users](#) as set forth [here](#).

Artificial Intelligence (“AI”) Uses

School Use

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. Data obtained from the inputs, prompts and outputs used in connection with these various AI tools, 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](#).

Parent AI Tools

Parents can also use our Parent AI Tools (e.g. a coloring page could be generated based on what the parent inputs about the child’s interests, or suggestions for how to explain a specific type of homework problem). While you as the parent may provide information about your child, including personal information, into the Parent AI Tools, the Parent AI Tools are not intended to (and should not) be used by children. ClassDojo will utilize integrated [LLM Service Providers](#) to perform certain AI related functions upon this information provided by you to the Parent AI Tools as further indicated in the chart in our [Parent and Child AI Transparency Page](#). Data obtained from the inputs, prompts and outputs used in connection with these various AI tools may be accessed, processed and used by ClassDojo to provide, improve (as allowed by law) and maintain the Service, 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 the ClassDojo platform safe and secure. For more information on the “input” and “prompts” used to generate the AI “outputs” in connection with the Parent AI Tools, as well as the information shared with our [LLM Service Providers](#), please see our [Parent and Child AI Transparency Page](#).

School Use and Outside School Use

For all the various AI tools (both in school and out of school) we are currently using OpenAI and Anthropic as our [LLM Service Providers](#). Your child'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 specific contracts 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 data from Safety Classifiers. ClassDojo then receives and retains this AI output in connection with the various AI tools for only as long as your (or your child'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 Provider 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](#) (in school use) and [Parent and Child AI Transparency Page](#) (out of school use) such as the teacher, parent, child or teen provided inputs, used to produce the AI outputs. For more information about our retention periods for this information, please see this [chart](#) for in school use and this [chart](#) for out of school use.

Disclosure of Children's 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 the child's school or as directed or approved by you as your child's parents or legal guardians (such as through [Home Islands](#)) or 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. You may choose to agree to the collection and use of your child's personal information, but choose not to allow disclosure to certain third parties (unless such disclosure is integral to the Service). For any non-integral third party disclosures, we will provide a separate consent box. Additionally, at any subsequent time, you may agree to the collection and use of your child's personal information, but choose not to allow disclosure to certain third parties (unless disclosure is 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 Privacy Addendum](#), we may share aggregated or [de-identified](#) information,

which cannot reasonably be used to identify your child, 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 child's school or district has entered into a custom Student Data Privacy Addendum, any additional restrictions on disclosure of Student Data or de-identified data will also be set forth there.

Visibility of Children's 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](#). In addition, please see our [FAQ](#) for Dojo Islands for details on the limited non-personal information of Outside School Child Users that can be viewed by Home Island guest users that play Dojo Islands without logging in.

School Use

When your child is using ClassDojo in the classroom (or at home in connection with school use), only your child, you (and any connected parent account(s) (which may include other adults you authorize and invite), authorized school personnel (such as teachers, [School Leaders](#), authorized [Admins](#) (including District Admins) can see the content in your child's individual [Student Account](#) and [Portfolio](#). This includes [Feedback Points](#) (if the teacher has chosen to share them with you), Student Activity Responses, content of messages, and [Portfolio Comments](#). 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).

Your child 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) you providing [parental consent](#); or (2) your child's teacher representing to ClassDojo that they have provided [consent](#) through acting as the agent of the parent. Additionally, your child's teacher [must approve](#) the post made by your child through their Student Account, before it is shared with you on the student's portfolio. Once a post has been approved by the teacher, any subsequent comments or replies to that post by your child will be added without approval by their teacher and also become visible to you. You are able to view your child's portfolio (through your own parent account) after your child's teacher has approved the student-submitted content as mentioned above, including Student Activity Responses. You will then also be able to view any content uploaded by your child, or their teacher. Please note that you 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 your child's teacher has elected not to show these. For Student Messaging, please be aware that your child's school or district may also have access to view these

messages (including your child's teacher, School Leaders, and Admins (including District Admins) as set by the policy at your child's school. If your child adds content to their [Student Account](#) in the classroom, other students can't view your child's individual [Student Account](#) or [Portfolio](#) unless those other students have intentionally chosen your 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 your 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 your child's class may see the child's avatar and name. Other logged-in students, parents (which may include other adults you authorize and invite), authorized school personnel (such as teachers, [School Leaders](#) and authorized [Admins](#) (including District Admins) connected to the class or school can see likes, comments, your child's avatar, and first name and last initial on [Class Story and School Story](#) posts as well as any content added by any user with access to these Stories.

The Stories are not visible to the general public. Class Story and School Story are visible to parents (which may include other adults you as the parent authorize and invite), [authorized](#) school personnel (such as teachers, [School Leaders](#), and authorized [Admins](#) (including District Admins)). 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 you as the parent authorize and invite), teachers, School Leaders, and Admins can add content or comments to these stories. All content added 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 parents 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. 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 your child's class may view your child's content and interact with your child as set forth [here](#), but still can't view your child's individual [Student Account](#) or [Portfolio](#). Additionally, the customization of the monster by your child within either their [Student Account](#) or [Outside School Child Account](#) or either [Dojo Island](#) (e.g., Home Island or Class Island) is viewable within both your child's [Outside School Child Account](#) and [Student Account](#) (and thus viewable by your 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).

Outside School Use

Content uploaded by children in their [Outside School Child Account](#); Home Points, and [Rewards](#) for [Skills](#) awarded within the [Outside School Child's Account](#); or content accessed and uploaded by a child utilizing Premium Features (when used outside of school) is viewable by the parent and any children accessing such features, including Premium Features, outside of school within their respective accounts or those users that the parent [allows access](#); the content is not viewable by the child's teacher or other students in class (but for certain features with [Home Islands](#) may be viewed by your child's classmates and schoolmates).

For [Outside School Child Users](#), if your child is also utilizing certain features [approved by you](#), such as Premium Features (e.g. ClassDojo Plus, or [Home Islands](#) (including Home Island Subscriptions) then other children and users may view content and interact with each other as set forth [here](#). Additionally, the customization of the monster by the child within Premium Features or the [Home Island](#) may be viewable within your child's Student Account (and thus viewable by the child's teacher or other students in the classroom). In addition, please see our [FAQ](#) for Dojo Islands for details on the limited non-personal information of Outside School Child Users that can be viewed by Home Island Guest Users that play Dojo Islands without logging in.

You may also choose to participate in [Parent Chat](#) to communicate with other parents or participate in or create Family Communities. Unless you choose to block someone or opt out of [Parent Chat](#) or Family Communities your name and your child's first name and last initial will appear in the list of people others in the school can message. The same information will appear in the context of the message as well, so that others know who else is in the message and who sent which message. Please see our [FAQ](#) for more details, including the controls available to parents such as opting out of Parent Chat or Family Communities.

Output generated through the use of the Parent AI Tools will only be shared with you (those you choose to share with), and your child or teen, necessary [service providers](#), (and any ClassDojo internal teams for necessary trust and safety purposes).

Retention of Children's Information

School Use

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 students 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 feature. Additionally, we only keep a child's personal information for as long as his or her [Student Account](#) is [active](#), unless we are required by law or the child's school (for Student Accounts) 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 pPoints older than 12 months are automatically deleted (or de-identified and aggregated) and associated feedback comments are deleted after a year. This means Feedback Points cannot exist long-term. Teachers can also delete classroom Feedback Points at any time. For more information on Home Points, please see our [FAQ](#). 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 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 you as 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](#), [FAQ](#), and [AI Transparency Note](#) for more details on specific retention periods for Student Accounts.

Outside School Use

ClassDojo will not retain an Outside School Child User's [personal information](#) for any longer than is reasonably necessary to fulfill the specific purpose for which the information was collected, including 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, or for legal obligations. Additionally, we only keep a child's personal information for as long as his or her [Outside School Child Account](#) is [active](#), unless we are required by law to retain it, need it to ensure the security of our community or our Service, or to enforce our Terms (which still does not include retaining indefinitely).

We determine the appropriate retention period for [personal information](#) on the basis of the amount, nature and sensitivity of the personal information being processed, the potential risk of harm from unauthorized use or disclosure of the personal information, whether we can achieve the purposes of the processing through other means, and on the basis of applicable legal requirements (such as applicable statutes of limitations). The time periods for which we retain children's personal information depend on the purposes for which we use it. Personal information associated with your child's Outside School Child Account will be kept until your child's account is deleted or is [inactive](#), unless we no longer need the data to provide products and services, in which case we will delete prior to you deleting your account or your account becoming [inactive](#). For retention related to our Parent AI and Child AI Tools, please see our "AI Uses" section above, as well as our [Parent and Child AI Transparency Page](#).

For more information on the deletion of content related to our Premium Features or [Outside School Child Accounts](#) (and not school-based [Student Accounts](#) or content), please see our [FAQ](#). Please see our [Information Transparency chart](#) and [Parent and Child AI Transparency Page](#) for more details on specific retention periods for both Student Accounts and Outside School Child Accounts.

For either Student Accounts or Outside School Child Accounts, even if you delete your account, keep in mind that the deletion by our [service providers](#) may not be immediate and the deleted information may persist in backup copies for a reasonable period of time. 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.

Parental Choices and Controls

Parental Choices

At any time, you have the right to:

- Access, review and correct your child's [personal information](#);
- Direct us to delete your child's [personal information](#);
- Refuse to permit us to collect further [personal information](#) from your child and request that we delete the [personal information](#) that we have already collected from your child; and
- Agree to the collection and use of your child's [personal information](#), but choose not to allow disclosure to certain third parties (unless disclosure is integral to the Service)

Please keep in mind that a request to delete information or a refusal to permit disclosure of the information to third parties may affect your child's ability to access the Services or use certain features. To exercise any of these rights, please contact us at privacy@classdojo.com or 735 Tehama Street, San Francisco, CA 94103, or by contacting us [here](#). For more information on your rights, please see our "[Parental Choices](#)" section of our Children's Privacy Policy.

When you delete your child's [Outside School Child Accounts](#), we delete the content or personal information uploaded as set forth in our [FAQ](#). Please note, however, any content uploaded (e.g. photos, videos, [Student Activity Responses](#), [Portfolio](#) Comments, Class Story Comments), that is requested as part of a [Student Account](#) (that might be linked to your child's [Outside School Child Account](#)) at class or at a school, or otherwise directed by your child's teacher or school, is retained at the direction of the school for school legal compliance reasons (e.g. maintenance of "[education records](#)" under the [Family Educational Rights and Privacy Act](#) (FERPA) or "[Student Data](#)" under state student privacy laws or equivalent international laws) and will not be deleted until we receive direction from the school. If you would like this information deleted, please reach out to your child's school first. If the school determines that the request should be implemented, the school may either make the change themselves or submit the request to ClassDojo by contacting us [here](#). For more information on your rights related to your child's [personal information](#) that may have been collected under "[school consent](#)" under COPPA, please see our "[Parental Choices](#)" section in our Children's Privacy Policy.

Parental Controls

Parents can disable Home Islands for their child. This will prevent them from using Home Islands outside of school, but will not disable the Class Island. For more information on the additional controls parents have with Home Islands (including in connection with inviting, connecting with, online status, and notifications, see the [FAQ](#).

Parents can also disable their child from accessing monster customizer and revoke [parental consent](#) when provided in connection with use not connected to a school (e.g. for an Outside School Child Account for users under 13). For additional controls that parents have in connection with the use of the Services please see our [FAQ](#).

Sharing Student Data for Non-School Use

If your child is using [Home Islands](#), [Dojo Tutor](#), or you or your child are using some of our [Premium Features](#) or [Dojo Photobooks](#), some of your 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) and you are consenting to this use and sharing. For example, if your child is connected to a school, you can elect to have your child's data obtained from school use then used to fill in your child's name for the [Outside School Child Account](#). Prior to this sharing, we will have obtained your consent to this use and

sharing (through this consent process). 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 child's 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](#), our [FAQ](#) on Dojo Tutor.

Additionally, you may choose to link your [ClassDojo Services](#) account with a [Dojo Tutor](#) account. If you sign-up for [Dojo Tutor](#) using your ClassDojo account, we may share and use your [ClassDojo Services](#) login credentials (e.g., your email address, user name) and your child's name (and possibly other limited fields of [Student Data](#) or [personal information](#) of your child that you allow) to pre-populate your [Dojo Tutor](#) profile. You are consenting to that use and sharing of your child's [Student Data](#) and [personal information](#) for this use. While your child's [personal information](#) (e.g., name) and tutoring information (e.g., tutoring assessments) will be linked and accessible in both your Dojo Tutor and ClassDojo Services accounts, your child's [Student Account](#) information on ClassDojo will remain separate and viewable only through your [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 with the parent's approval 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 [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 you as the parent may specifically request (e.g. through an in-product prompt) that we make a copy of certain of your child's [Student Data](#) or [education record](#) for your 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](#).

*Note that your child's school may have acted as your agent and consented on your behalf prior to you setting up your child's school account, or otherwise allowing them access to the Service, or viewing or otherwise accessing their [Student Data](#) in our [Premium Features](#) as is allowed under COPPA - commonly referred to as "[school consent](#)." Please read more in our [Privacy Center](#) and [FAQ](#). If so, and the teacher is allowing students to use ClassDojo, including to access their portfolio or [Class Islands](#), then the information listed above may have been previously collected prior to your consent here. Please contact your child's teacher if you have any additional questions. Any [Student Account](#) created by (1) you on your child's behalf; (2) your child's teacher on your child's behalf; or (3) your child will be linked together as one student account (these are not different accounts).

Additionally, for technological reasons, if your child's teacher has not previously consented on your behalf through "[school consent](#)," 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. For Student Messaging, please be aware that your child's school or district may also have access to view these messages (including your child's teacher, School Leaders, and Admins (including District Admins) as set by the policy at your child's school. We will also not send out any push notifications until parental consent is given and if we do not receive parental consent, we will delete the device tokens within 7 days of collection. Read more in our [FAQs](#).

[Privacy Notice for Children](#)

[Student Data FAQ](#)