

Private by design

Your child's info stays private with real-life connections.

One simple login

Shared student data lets your child learn and play at home.

Single consent

This consent applies to all your kids who use ClassDojo products.

Full Direct Notice

Before we can provide your child with access to the Service, we need your consent. Under 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 ClassDojo 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 ClassDojo accounts or the Service 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 otherwise allow your child 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 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.

Information Collected**We May Collect the Following Information from Children**

- Name
- Birthday or age
- Email address

- Parent email address (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 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
- 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 - such as messaging within the app or the ClassDojo virtual world with their ClassDojo Monster where they can engage in various activities and interact and communicate with other children (including their classmates) ("[Dojo Islands](#)") that includes the ability to share photos and videos with other children
- [Dojo Islands](#) activity, including building activities, fictional virtual currency earned or "spent", inventory, progress, social connections, pre-canned chat, and any virtual items acquired or unlocked.
- IP address
- Cookie and other similar technologies
- Device-specific information, such as platform, device ID, device type and operating system, device token (to send push notifications), and any information their 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.
- Mobile application information, such as application version, history, and crash status
- Location information, but not precise geolocation
- Online status
- Server log information and product event data, including from the child's device, such as the last activity a child started or their feedback points earned, or logging in via QR code to their [Student Account](#) on the parent's device.

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 parents 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 U.S. Children's Online Privacy Protection Act and its implementing regulations under the Children's Online Privacy Protection Rule (collectively,

“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](#) 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](#) 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 (which 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) allowed by that district.
- **Feedback Points:** [Feedback Points](#) which may be given by the teacher, [School Leader](#), or authorized [ClassDojo 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, and are viewable by your child, your child's teacher (who awarded them), 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).
 - *School-wide feedback points:* These points can be awarded by any [School Leader](#), teacher, or [ClassDojo Admin](#) 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 [ClassDojo Admins](#). Other teachers may see these points if your child ranks at the top of the rankings in a particular category.
- **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. Your child's teacher may choose to select certain photos of your child previously posted on their Class Stories to be included in digital photo albums called [Dojo Photobooks](#). We will send these selected photos as well as class details (e.g., class year, grade level) about your child to a [service provider](#) to create these [Dojo Photobooks](#). These [Dojo Photobooks](#) may include photos of your child's class activities, projects, or school events, and will be made available for any parent to print and purchase. We combine Class and School Story posts (which may include your child's name, class details, and photos) into a unified feed for authorized

[ClassDojo Admins](#), including [School Leaders](#). 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.

- **AI Tools:** Your child's teacher may choose to provide text "inputs" (which may include [personal information](#) about your child, such as their name, class participation details, or homework responses) and "prompts" to ClassDojo teacher [AI tools](#) to generate various school-related content or "outputs", such as [Class Story](#) posts, messages, assessments, thank-you notes, and report card comments. 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 [ClassDojo Admins](#). For more information on the "input" and "prompts" used to generate the AI "outputs", as well as the information shared with our LLM [service provider](#), please see our [AI Transparency Note](#).

Parents about their child:

- **Demographic Information:** When creating your child's [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 [Dojo Tutor](#) account that you have. See the Dojo Tutor [Privacy Policy](#) for more details. Note if you provide your child's grade, this may be used 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 kids 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](#).
- **Premium Features and Home Points:** You may choose to allow your child to access and use certain [Premium Features](#) within the child's [Student Account](#) or their [Outside School Child's Account](#). 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](#). You may choose to select certain photos previously posted on your child's Class Stories to be included in digital photo albums called [Dojo Photobooks](#). We will send these selected photos as well as class details (e.g., class year, grade level) about your child to a service provider to create these [Dojo Photobooks](#).

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](#) 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, and authorized [ClassDojo Admins](#)):

- To provide and improve (as allowed by law) the Service, to send push notifications or other in-app notifications to your child (e.g. to encourage them to take certain actions in the Service)
- For internal analytics on product usage and quality
- For [educational](#) purposes and as allowed by law
- To identify, fix and troubleshoot bugs and Service errors
- For security and safety purposes, including enforcing our Terms
- To comply with legal process or other laws

Artificial Intelligence (“AI”) Uses

Data obtained from the inputs, prompts and outputs may be accessed, processed and used by ClassDojo to provide, improve 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 this LLM, and ClassDojo’s use of AI, please see our [AI Transparency Note](#). Your child's data used to provide the “inputs” (e.g., name, school, role, etc.) may be transiently retained by OpenAI to provide the Service to ClassDojo. ClassDojo has entered into a specific contract with OpenAI 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 OpenAI and (b) will not be saved to disk or retained by OpenAI. Note, however, that OpenAI 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. OpenAI may retain Safety Classifiers.

ClassDojo does not use any personal information contained in any inputs, prompts, or output to train any of ClassDojo’s artificial intelligence models. Additionally, ClassDojo does not allow OpenAI or any other LLM or AI third-party [service provider](#) it may utilize to use any information (personal information or de-identified) to train, improve or develop their artificial intelligence models. 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 retention of this information, please see this [chart](#).

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, [ClassDojo Admins](#), and other authorized [ClassDojo Admins](#)), as directed by the child’s school or as directed or approved by the child’s parents or legal guardians (such as through [Home Islands](#)), as required by law, or to protect the security of the

Service or other users. 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.

As allowed by applicable laws, 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.

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](#).

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), your child's teachers (including those outside your child's school that are connected), and [School Leaders](#) connected to the class or school 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, and [Portfolio](#) Comments. If a teacher displays their teacher account publicly in class, then students may see other students' total [Feedback Points](#). 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, 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.

Other logged-in students, parents (which may include other adults you authorize and invite), teachers, [School Leaders](#) and authorized [ClassDojo 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. 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. 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.

ClassDojo does not knowingly post any of your child's [personal information](#) publicly online unless your child's teacher has explicitly chosen to do so (or allow your child to) on [Class Story or School Story](#) (under what is commonly known as "[school consent](#)" under COPPA). These Stories are viewable only by those parents, guardians, students, teachers, [School Leaders](#), and authorized [ClassDojo Admins](#) connected to your child's school. Any content uploaded by your child, or your child's teacher (including teacher and student comments) to the portfolio is viewable by you once your child's teacher has approved it. Please note that comments posted by your child on Stories are not pre-approved by your child's teacher before being posted, although the teacher must first choose to [turn on](#) the commenting feature for students and can delete comments.

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 Dojo Island or School Dojo 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).

Outside School Use

Content uploaded by children or Home Points, or [Rewards](#) for [Skills](#) awarded within the [Outside School Child's Account](#) or Premium Features (when used outside of school) is viewable by the parent and any children accessing such 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.

For [Outside School Child Users](#), if your child is also utilizing certain features [approved by you](#), such as ClassDojo Plus, or [Home Islands](#) 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 Dojo Island](#) may be viewable within the child's Student Account (and thus viewable by the child's teacher or other students in the classroom).

You may also choose to participate in [Family Messaging](#) to communicate with other parents in the school. Unless you choose to block someone or opt out of Family Messaging, 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.

Retention of Children's Information

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](#) or [Outside School Child 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. 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](#) given in the classroom or school setting are retained. For all students, feedback points older than 12 months are automatically deleted. 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](#).
2. [Deleting inactive Student Accounts](#): If a student's [Student Account](#) is [inactive](#) for twelve months or more (meaning no student has logged into their account for twelve months), 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. ClassDojo will also delete [inactive Outside School Child Accounts](#) after 12 months.

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 [AI Transparency Note](#) for more details on specific retention periods.

We may retain [de-identified data](#) for as long as we deem appropriate or as otherwise allowed by law.

Parental Choices and Controls

Parental Choices

At any time, you have the right to:

- Access, review and correct your child's information;
- Direct us to delete your child's 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](#). Please note, however, some content within a [Student Account](#) will be kept after deletion of the account 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. 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 Dojo Islands for their child. This will prevent them from using Dojo Islands outside of school. For more information see the [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. See [our FAQ](#) for more detail on what information is shared between [Outside School Child Accounts](#) and [Student Accounts](#). Additionally, see [here](#) for more information on Dojo Islands and as well as 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. Note however, that you may elect to optionally share your child's Dojo Tutor tutoring assessments with your child's teacher in the ClassDojo Services.