

Privacy Policy

NOVEL EFFECT PRIVACY POLICY

Effective as of September 4, 2020

Welcome to Novel Effect! We value each user, and like you, take care to maintain the privacy of you and your family. We created this Privacy Policy to explain the way information is collected from users and how and when we disclose or use it. By accessing or using Novel Effect's website, services, software, applications, and/or content made available by Novel Effect, Inc., "Novel Effect" ("the Novel Effect Service"; "we", and "us"), you are consenting to collection and use of your information as outlined in this Privacy Policy. When you use the Novel Effect Service, you also agree to our Terms of Service, found at noveleffect.com/terms-of-service.

Please note the Classroom Privacy Policy explains how Novel Effect maintains the privacy of schools, teachers, parents, and students on the Premium Classroom tier of service. Learn more about the way information is collected from users and how and when we disclose or use it at noveleffect.com/classroom-privacy-policy.

1. INFORMATION WE COLLECT

- **THROUGH YOUR BROWSER OR DEVICE:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Services you are using. We use this information to help ensure that the Services function properly.
- **SPEECH RECOGNITION DATA:** We log information about the results of the speech recognition algorithms, including the words read aloud from a book and the timing of the spoken words to determine the effectiveness of the speech recognition services.
- **AUDIO DATA:** **We never store audio data without your express consent.** Only with your express consent, we may collect and store audio recordings while using the Application for the purpose of improving our speech recognition algorithms and providing improved products and services. Audio data stored and collected in these limited circumstances are NEVER shared with third parties. In any such case where we record voice data, we will obtain express consent. In certain instances, we may employ certain third-party voice recognition services. In those cases, voice data may be collected and stored by the third-party in accordance with their privacy policies and terms of service.
- **USING COOKIES:** Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences, and other traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, to personalize your experience while using the Services, and to recognize your computer in order to assist your use of the Services. We also gather statistical information about use of the Services in order to continually improve their design and functionality, understand how they are used and assist us with resolving questions regarding them. We may also use cookies or other technologies to track responses to our online advertisements on other sites or services. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies or be given the choice of declining or accepting the transfer to your computer of a particular cookie (or cookies) from a particular site. You may also wish to refer to allaboutcookies.org/manage-cookies/index.html. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Services. For example, we may not be able to recognize your computer, and you may need to log in every time you visit.
- **USING PIXEL TAGS AND OTHER SIMILAR TECHNOLOGY:** Pixel tags (also known as web beacons and clear GIFs) may be used in connection with some Services to, among other things, track the actions of users of the Services (including email recipients), measure the success of our marketing campaigns and compiled statistics about usage of the Services and response rates.
- **IP ADDRESS:** Your IP address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider. An IP address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the pages that were visited. Collecting IP addresses is standard practice and is done automatically by many websites, applications and other services. We use IP addresses for purposes such as calculating usage levels, diagnosing server problems, and administering the Services. We may also derive your approximate location from your IP address.
- **BY AGGREGATING INFORMATION:** Aggregated information does not identify you or any other user of the Services (for example, we may aggregate information to calculate the percentage of our users who have a particular telephone area code).

2. HOW WE USE INFORMATION

We use these types of information in the following ways: 1) To provide you with the Novel Effect Service and any features or services you might request (e.g., premium subscription); 2) To send you updates about the Novel Effect Service (including any updates on product features or policies); 3) To communicate with you about purchases or your account; 4) To provide you with personally relevant Content or product features; 5) To send you feedback on your child's reading progress; 6) To investigate and prevent activities that may violate our policies or be illegal; and/or 7) For gathering anonymous aggregate information from all our users to improve the products and services offered through the Novel Effect Service.

3. HOW WE SHARE INFORMATION

Your information may be disclosed:

- You may edit or delete information in your user account
- You may make choices regarding subscriptions, updates, and product alerts
- You may tell us if you want to receive offers and promotions from us and/or third parties
- You may request access to the personal information that we have collected on your account and ask us to change or delete it.

5. CHILDREN'S PRIVACY

We adhere to the Children's Online Privacy Protection Act (COPPA) and will not knowingly collect Personal Information from any child under the age of 13 without express parental consent. Any child under the age of 13 using the Novel Effect Service must do so with permission from a parent. All full names, email addresses, and credit card billing information must be from a parent or guardian. Further, the Novel Effect Service is a general audience service, primarily used by parents and educators. Novel Effect is not marketed primarily to children. If a child under the age of 13 has provided us with age identifiable Personal Information, a parent or guardian of that child may contact us and request that such information be deleted from our records. Any data that is shared is done so on an anonymous, aggregate basis among all users or is related to analyzing and communicating reading behavior patterns.

6. THIRD PARTY SERVICES

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any site or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates. Although the Novel Effect service is a safe place for kids, a child may leave the Novel Effect service using the iOS or Android device Home button. Should your child leave the Novel Effect service for another application or browser, this Privacy Policy no longer applies. We have no control over how other applications or sites collect, distribute or otherwise use your personal information or how they safeguard and secure your personal information.

7. SECURITY

In circumstances where your personal information is collected, we use reasonable procedural and digital security measures that are designed to help protect against loss, unauthorized access, disclosure, alteration or destruction of information and data, such as password protection and secure socket layer. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe the security of your account has been compromised, please immediately notify us in accordance with the "Contact Us" section below.

8. CHANGES TO THIS PRIVACY POLICY

We reserve the right to change or modify our Privacy Policy from time to time by posting a revised Privacy Policy on our site. The "last updated" legend at the top of this page indicates when this Policy was last revised. As an ongoing user of the Novel Effect service, you will be subject to the terms of the then-current Privacy Policy. We ask that you refer to the Privacy Policy on a continuing basis so that you understand our current privacy practices.

9. CONTACT US

If you would like to opt out of marketing communications from Novel Effect you can do so by emailing support@noveleffect.com or by following the unsubscribe link in each such communication. If you would like to contact us with questions or feedback, please contact us at support@noveleffect.com or Novel Effect, Inc., 10002 Aurora Ave N, Ste 36 #572, Seattle, WA 98133-9334

