

# Privacy Policy & Privacy Notice

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## Wayground Guiding Privacy Principles

Respecting your privacy and the security of your personal information and data is critically important to achieving our mission of motivating every student.

These are our guiding privacy principles:

- We don't ask you for personal information unless we truly need it.
- We don't retain your personal data longer than needed to make our services work for you.
- We don't share your personal information except to comply with the law or to provide our services.
- We don't rent, sell, or exchange your personal information.
- We make it simple for you to control what is visible to the public, kept private, indexed by third parties, or permanently deleted.

## General Privacy Policy Information

This Privacy Policy and Privacy Notice (referred to herein as "Privacy Policy") applies to users of the Wayground platform (formerly Quizizz) and describes how Quizizz Inc., doing business as Wayground ("Wayground" or "Quizizz"), collects, uses, shares, stores, and protects your personally identifiable information—and how you can access, update, delete, or limit the use of your information.

The Wayground platform includes its website, quizzes, lessons, practice tests, instructional tools, educational content, integrations, and related products and services—such as Voyage Math™, Quizizz for Work™, Quizizz AI™, and user support (collectively referred to as the "Services")—and is hosted and operated by Quizizz Inc.

Wayground offers you choices regarding the collection, use, and sharing of your personal information, including the option to use certain Services without providing personal data. More details and answers to frequently asked questions are available in our [Privacy Center](#).

By using Wayground products and services, you consent to the terms described in this Privacy Policy. Your continued use of the Wayground platform, website, and applications constitutes your acceptance of these terms and your consent to Wayground handling your personal information as described.

Wayground is committed to accessibility for all users, including those with disabilities. If a screen reader makes this policy more accessible, we recommend the following browser and screen reader combinations: Chrome with ChromeVox, Safari with VoiceOver (Mac), and Firefox with NVDA (Windows).

## Section 1. Protecting Students and their Personal Information

Wayground believes the personally identifiable information of children and students deserves special protections. Wayground complies with relevant laws and regulations in all of the areas we operate:

- In the U.S, the Children's Online Privacy Protection Act ("COPPA"), the general consumer data privacy and student advertising limitation laws of US states
- In Canada, the Personal Information Protection and Electronic Documents Act ("PIPEDA") and other relevant federal and provincial laws, (see 15.2 below)

- In the EU, the General Data Protection Regulation ("GDPR") and country, state and province regulations for all countries with Wayground users

We also assist schools in meeting their obligations pursuant to the Family Educational Rights Privacy Act ("FERPA"). We recognize that information crossing borders may be subject to the laws of multiple jurisdictions.

These are some examples of safety and privacy measures on Wayground:

- Limited feature set and website experience for younger users
- No requirement for students to submit name/contact info or create accounts
- For users under the age of consent, we do not collect personal information as defined under COPPA
- Except as described in this privacy policy, Wayground does not accumulate personal information about any child for distribution, sharing, or selling
- Students do not receive behaviorally targeted advertising.
- Students can join games without creating an account.
- The platform does not facilitate direct messaging between students.
- Activities are subject to proactive content filters and reactive reporting tools.

## Section 2. Parental Rights and Consents

Wayground empowers parents and legal guardians of children younger than the age of consent (in the U.S., this means under 13), who have registered accounts, to exercise their legal rights pursuant to legislation, such as US federal statute COPPA.

Parents/guardians can consent to collection and use of a child's personally identifiable information ("PII") by Wayground without consenting to the disclosure of that information to third parties.

Currently, the only PII we collect from a child younger than the age of consent in any of the jurisdictions we operate in is their parent's or guardian's email address. We may also collect a student's first name, which alone is generally not PII but may be considered personal information in certain jurisdictions.

Wayground provides consent options to parents regarding the collection and use of PII or other personal information ("PI") necessary to provide the service without consenting to the use or disclosure of that information to third parties for other purposes (e.g., marketing).

Additional safeguards that parents may use:

- Parents/guardians may delete, modify, and review PI their children shared with Wayground by accessing their child's account.
- Parents may also create a parent account to manage their child's access to Wayground.
- Parents may also request that Wayground delete that information and refuse to allow Wayground to collect further information from their children by deleting their account at [wayground.com/settings](https://wayground.com/settings) or otherwise contacting us at [privacy@quizizz.com](mailto:privacy@quizizz.com)

Wayground may ask additional questions or take other steps to verify the identity of parents/guardians before responding to a request to review or delete their child's information, or a request to refuse further collection from children.

As necessary, Wayground ensures that there is verifiable parental consent for children younger than the age of consent in any jurisdiction. We never require a child to share more information than is reasonably necessary for participation. Wayground uses, discloses and retains personal information only for the purpose of providing the classroom web app/software/service.

While Wayground will assign persistent identifiers to all Wayground users to recognize repeat visitors and improve their Wayground experience, Wayground does not knowingly collect personally identifiable information from children younger than the age of consent without a parent or guardian's consent.

If we become aware, despite our intention not to gather this information, that we have collected personally identifiable information from a child younger than the age of consent without permission, then we will seek to obtain verifiable parental consent from the child's parent or guardian to collect and use that data to provide the child with Wayground services in the future; or, if consent is not provided, we will delete this information

## Section 3. Information Collected By Wayground

### 3.1. Sensitive Information

As described above, we limit data collection to what we need to provide the requested services. Wayground does not collect data considered or defined as sensitive under any relevant country and state laws including COPPA, FERPA, CCPA, and other laws of the US, PIPEDA and related federal and provincial laws in Canada, GDPR, and related laws in the EU, UK, Switzerland, and EEA, and similar laws in Australia, Brazil and other countries in which Wayground provides its service, such as those related to race or ethnicity, health and biometric information, or political affiliation.

In addition to these categories, we do not collect information on free or reduced lunch eligibility.

### 3.2 Information You Provide to Wayground

Accounts are not a prerequisite to using Wayground, but accounts are required to access some features and to save progress over time. If you create an account, Wayground saves the account information you provide. This information may include an email address, a parent or guardian email address,

information may include, an email address, a parent or guardian email address, first name, last name, profile photo, or organization name.

Student profiles and activity within the Wayground app and service are kept private and cannot be seen or collected by others unless their use of the app/service itself is collaborative and requires this type of sharing.

You may choose not to provide specific information or to delete or modify it at any time. These actions may prevent you from engaging with specific services or features that require this information.

You may be providing additional information to Wayground if you communicate with our support team, participate in user research, marketing campaigns or sweepstakes, or otherwise use the services. We only collect this type of information from adults and non-students users and we do not permit minors, children or students to participate in user research, marketing campaigns or sweepstakes, or otherwise use the services.

If you engage in a financial transaction with Wayground, we do not process or store this information beyond the transaction. Financial transactions are processed via a PCI-compliant payment provider and data is not stored by Wayground.

As you use the service, you may also create academic content including quizzes and certain forms of responses. This information is not typically personally identifying, but it may be deleted at any time either by the relevant account holder or by reaching out to our team at [support@quizizz.com](mailto:support@quizizz.com).

### 3.3. Information Collected Automatically

We receive and store some types of information about how users visit our site and the devices they use automatically as you use the service. These may include device information such as device model, operating system, and device identifiers such as IDFA and UDID and network information.

Wayground does not collect any personal information covertly, i.e., without the user's knowledge, particularly audio/video information via the user's own device.

Wayground also collects log information as you use the service. These data may include information regarding how and when you use the service as well as your browser type, preferred language, time zone, referring site, log-in and log-out times, and internet protocol (IP) address.

We may use your IP address to generate a general approximation of your location to provide the service. Examples include providing the right version of Wayground based on your state or country and helping teachers select their school when they sign up. Wayground does not collect fine location data such as GPS or bluetooth beacons.

We use Google Analytics to help us understand how users engage with the service. Google Analytics uses cookies to compile reports that demonstrate how Wayground is being used without identifying individual visitors. You can opt out of Google Analytics at any time and continue to use Wayground. To learn more about opting out, click [here](#).

Aggregated demographic and activity data may be used for research purposes.

## Section 4. Information We Store; Data Retention

We will retain your information for as long as your account is active or as needed to provide you services. We conduct periodic reviews of accounts and may delete accounts that have been inactive for extended periods of time, normally not sooner than one year.

We may retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

You may delete your account or update your information at any time by visiting [www.wayground.com/settings](http://www.wayground.com/settings)

## Section 5. Information Shared with Third Parties

As described in this policy, Wayground only shares your personal information when it is necessary to offer the service, comply with law, or with your permission.

### 5.1. Third-Party Services that May Process Your Wayground Personal Data.

In order to provide and improve Wayground, a limited number of third-party services require access to your personal information. For example, your account data are saved in a data center so that you can log in from any device. Third-party services are contractually prohibited from using your information except to provide the service. A [link](#) to the table of the identity and type of our third party service providers, the purposes for which we use them and how they use and process personal data on our behalf can be found [here](#).

### 5.2. Third Party Cloud Provider: Artificial Intelligence (AI) Platforms

A topic currently in the news and of particular concern and interest to Parents and Users is how Wayground uses Artificial Intelligence (AI) platforms.

Wayground does NOT use AI platforms or sites for any personal data of our website visitors or users, and we do not transmit any personal data in connection with those uses.

The data referred to for AI purposes is educational materials produced by our users and transmitted in the form of "data" that allows the AI models to generate additional content.

Wayground uses third party AI platforms to help build its users' quizzes and other educational materials more quickly and with broader scope of research than was previously available. Wayground products can now integrate with some

of the major providers of public generative AI services, such as OpenAI, Anthropic or others. Wayground has set up associated APIs and features (“AI Tools”) with some of these providers.

These are the main guidelines under which Wayground employs AI integrations.

- Use of AI Tools.
  - We allow our Users to create with AI tools to expand the scope of Wayground products and services and enhance their User experience.
  - AI Tools may give our users the ability to more quickly generate questions, lesson plans, quizzes, assessments and other educational materials, assist in creating communications to other educators and parents, and assist in planning, presentations and expanded uses of Wayground products.
  - All information provided to these AI providers is securely transmitted, stored in the US, and encrypted.
- No Data Sharing or Use for Training AI.
  - Information uploaded by Wayground users is only used to create educational materials and enhance our services.
  - Results of our AI Tools are only visible to Wayground users for their own searches, unless our users choose to make the educational materials they create public on the Wayground platform.
  - With all of our AI providers, we have disabled their use of any Wayground user data for training their own large language models (LLMs), and our AI providers do not use our data to train their LLMs.
- Opt-in Feature and User Rights.
  - The use of AI Tools is a Wayground default feature, which means AI Tools may be automatically integrated into any or all of our products and services to enhance the user experience and creation of educational materials.
  - If any Wayground user wishes to opt-out of the AI tools feature, the User may opt-out by choosing not to use any of our AI tools, which are clearly labeled as such.
- Data Collection, Processing and Security.
  - We maintain industry-standard security protocols to ensure the security and confidentiality of the data collected by AI tools we employ for expanding the scope of our products and services.
  - Our security practices are governed by applicable data privacy laws, and we obtain annual certifications, such as ISO 27001, to demonstrate our commitment to robust security measures.
  - The data collected and processed by AI tools is educational data for use in allowing AI tools to expand the scope and functionality of our products and servers and to allow our users to generate content more easily and quickly using AI in an assistant function.

### 5.3. Third Party Cloud Provider: Amazon Web Services.

Wayground utilizes the services and infrastructure of outside parties to host its data. Wayground holds those providers to a standard at least as protective of student data as the measures outlined in this policy. Our main cloud provider, Amazon Web Services (AWS), is the largest data hosting company and has leading practices in security standards and personnel in place to constantly monitor this area. A link to [AWS's Privacy Center](#) can be found [here](#).

### 5.4. Third Party Cloud Provider: Google and YouTube API Services

Google application programming interface (“API”) Services, including Google Sign-In, are part of an authentication and authorization framework that gives Wayground, the ability to connect directly with Google users by requesting access to Google user data. The [Google APIs Terms of Service](#) govern the use of Google API Services when Wayground requests access to Google user data.

Wayground commits to adhere to the Google API Services User Data Policy, including its Limited Use requirements, for any data received from Google APIs. For more details, visit [Google APIs Terms of Service](#), [Google API Services User Data Policy](#). Please check back from time to time as these policies are occasionally updated.

Wayground may collect information from partners and integrated technologies. For example, if you choose to use Google Login or join using the Google Classroom integration, we may receive information including your name and email address from Google. Wayground does not have access to the passwords used to log into your Google accounts. Wayground confirms that Google Workspace APIs are not used to develop, improve, or train generalized AI and/or ML models.

Wayground also uses API Services of Google's affiliated company, Youtube. Wayground further commits to adhere to the [YouTube Terms of Service](#) and to [YouTube's Developer Policies](#). YouTube's privacy practices govern the collection, use, and storage of user information by the YouTube API. By using Wayground services, you acknowledge and agree to [YouTube's Terms of Service](#). When an individual or user makes use of or accesses YouTube (whether through the YouTube API Services or otherwise), any use or access is governed by YouTube's Terms of Service and Google Privacy Policy. Wayground YouTube integrations use data and have access to information necessary for completing the project using YouTube.

As the provider of YouTube API, Google's privacy practices also govern the collection, use, and storage of user information by the YouTube API. By using Wayground services, you further acknowledge and agree to the [Google Privacy Policy](#).



#### 5.5. Opt-Out Option.

In order to use Wayground services, you may opt out of any information transfer that is not strictly necessary to run the service, such as our data hosting cloud provider. However, all of our third-party providers adhere to strict data security standards. Generally, if any of our non-foundational suppliers are changed, you will not be notified. However, in the event of a change that has a material impact on how your data is shared, we will notify you by the same type of login notice detailed later in this policy, under the section on changes to the policy.

You have the right to delete, access, update, correct errors in, and export for transfer any of your personal information. Wayground makes these data subject rights available to you regardless of which country or US state you reside in. Please see further detail below in section 11.2.

#### 5.6. Information from Other Third-Party Sources.

Depending on how you use the service, we may also receive your personal information from another user, with a Wayground educational account, under the Wayground terms and conditions. For example, a teacher might input your email in order to share a quiz or parent report.

If a teacher chooses to enter student information directly into Wayground or requires students to sign up via the Google Classroom Integration, Classes on Wayground, or a similar rostering functionality, teachers and schools are requested to get parental consent before using Wayground with children who are under the age when they can grant consent on their own. A link to a usable template permission slip is available [here](#).

Content on Wayground may contain links to other websites not affiliated with the service. While we review the privacy and security practices of third-party companies who assist us in providing you with our site and services, we are not responsible for the privacy practices of other websites and users need to be aware of the data privacy practices of such sites should they choose to use these links.

#### 5.7. Other Third-Party Details.

Third-party services that transfer the personal information of EU residents are contractually bound to comply with GDPR. GDPR-specific information can be found in this Privacy Policy and Notice in Section 15 below.

Wayground may need to disclose your information to a third party to comply with the law or a valid legal request. In such cases, we will let you know in advance, unless we are legally prohibited from doing so.

If Wayground (or substantially all of its assets) are acquired by another company, personal information will be transferred to a new owner. In such a transfer, you will be notified and the new owner may continue to use your personal information as set forth in this policy.

## Section 6. How Wayground Collects Minimum Necessary Personal Information

Wayground collects only the personal information required to operate its classroom web apps, software and services. It does not access browser history, contact lists, search terms, preferences, device identification, location, etc. unless directly related to providing the service.

Wayground does not condition a child's participation in a game, the offering of a prize, or ability to participate in any other activity on the child disclosing more personal information than is reasonably necessary to participate in such activity.

The information that Wayground collects depends on the nature of the services you request. For example, fewer data are collected from a student joining a game without an account than from a teacher who creates an account in order to create quizzes and host games. Educators using Wayground may create generic accounts or profiles for children using as little personal information as possible.

All interactions with the Wayground website or app produce metadata that may identify you or could be identifiable information when paired with other information about you. In every case, Wayground strives to collect only the minimum necessary information from you as is necessary or appropriate to fulfill the purpose of the visitor's interaction with Wayground or that is required by law. Visitors to the Wayground website or app may always refuse to supply personally identifying information, however, doing so may prevent you from engaging in certain website-related activities.

## Section 7. How Wayground Uses this Information

#### 7.1. We Limit All Disclosures.

Wayground uses the data we collect about you to operate, maintain, quality control, improve and develop and enhance the services we provide, secure information, develop new services, and protect our users and the company from security breaches or other unauthorized disclosures or uses.

Wayground limits its disclosure of both information that could on its own or in combination with other information be used to identify you. We only disclose that information in order to (i) process it on Wayground's behalf or to provide services available at Wayground's website and mobile applications; and, (ii) with third party providers who agree not to disclose that information to others.

#### 7.2. Consent to Customer Reference and Identification as a Customer.

Notwithstanding the above limits on disclosures, by using the Wayground platform, services and/or educational or other products, you agree that, (a) if you are a paid account or business user, (b) a corporation or other business, school, school district or agency or other company, or (c ) an individual acting on behalf of one of the above entities, then (i) Wayground may identify you as a customer and user of Wayground services, and (ii) use your logo in sales presentations, marketing materials and press releases. Unless stated otherwise in a customer order, you agree to grant Wayground a revocable limited license to use your organization's name and logo solely to identify you as a customer of Wayground, on Wayground's website, in marketing materials, presentations, or substantially similar formats. Wayground will not identify any child or student as an individual user for any of these purposes.

### 7.3. We Don't Sell Any Personal Information or Data.

Wayground does not rent, sell or exchange any data, including but not limited to, personally identifying information or potentially personally identifying information to any third party.

Other than to Wayground's employees, contractors, and affiliated organizations, as described above, Wayground discloses potentially personally identifying information only when required to do so by law such as to comply with a court order, or when Wayground believes in good faith that disclosure is reasonably necessary to protect the property, or legal rights or safety of Wayground, third parties or the public at large.

- Wayground does not benefit or profit from students' or users' personal information.
- Wayground does not profile children for marketing purposes or in ways that lead to unfair, unethical or discriminatory treatment.
- We do not monetize bid-stream data or audience data originating from child-directed or child-user content or traffic.
- We do not repurpose student data or use it for research without express consent, and only if and unless authorized by statute or all data anonymized.
- We securely destroy or make anonymous in a timely manner all personal information that is no longer required to provide the app/software/ service and they must explicitly identify retention timelines.

The information we collect helps us to provide the service, maintain a consistent experience, and improve it or develop new services. Examples of how this information is used include:

- Providing access to your account and saving progress over time.
- Personalizing your experience based on factors such as general location, preferred language and areas of study.
- Helping teachers identify and support individual students.
- Analyzing engagement with specific features over time.

We also use personal information to enforce our policies, comply with the law, and promote safety on the platform. These efforts protect the property, or legal rights or safety of Wayground, third parties or the public at large. Examples of these efforts include:

- Preventing security breaches and fraud.
- Protecting users from inappropriate content.
- Verifying the identity of a user
- Complying with privacy legislation.

Wayground may aggregate statistics about the behavior of visitors to our website and app to improve our services. For instance, Wayground may monitor the most popular quizzes on the Wayground site. Wayground may display this information publicly or provide it to others.

### 7.4. Communicating with You; Updates.

If you are a registered Wayground user, Wayground may occasionally send you communications via email (if provided) or push notification (for mobile app users) to tell you about new features, get your feedback, and to keep you up to date with what's going on with Wayground and our products.

By registering to use our service you consent to the receipt of these communications, including text communications. You may choose to participate in sweepstakes and promotions which may have additional terms and conditions.

You may choose to stop receiving such communications by unsubscribing from emails and by disabling push notifications.

If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users.

We use de-identified queries and answers to build our knowledge base for users and to improve our products. We will not identify you in any posting or publication of your request. We will only engage in these activities where we have a legitimate interest, such as those stated above, and for de-identified data only, or with your consent.

## Section 8. Advertising and Marketing.

Wayground complies with all applicable laws and regulations regarding advertising, and specifically advertising on sites designed for and used by children. Wayground does not allow or run personalized ads in its platform, make use of any third party trackers, or otherwise attempt to collect personal information from minors or on content sets as made for children.

- Wayground does not allow or display any third party advertising or marketing on its website or within our services.
- Wayground does not market third-party products or services to any of their users.

Wayground does not market third-party products or services to any of their users.

- Wayground may, from time to time, promote or publicize updates and extensions to the services it provides, and/or inform its users of new features or other information about the services. This is restricted only to Wayground's own services and not the services or products of any third party
- Wayground does not permit any paid ads that incite children to purchase a product or service or urge parents or others to buy the item.
- Wayground does not permit any paid ads that incite parents or others to purchase a third-party product or service.

## Section 9. Changes to Privacy Policy and Notice

Wayground reserves the right to modify this Privacy Policy and Notice at any time, so please review it frequently. The most recent date of the policy, as set forth above, will show the date of the latest revisions.

We can also provide our most recent previous version of our Privacy Policy and Notice upon request by emailing [privacy@quizizz.com](mailto:privacy@quizizz.com).

We reserve the right to modify this Privacy Policy, so it is always in compliance with the current legal requirements and/or with industry groups standards or best practices, to more accurately reflect how data is processed through Wayground specific systems, or to implement changes to services in the Privacy Policy, e.g., when introducing new services.

In this case, your future visits to our website will be subject to the updated Privacy Policy.

If we make a material change to our practices regarding your personally identifiable information, or publish an updated policy that has significant content changes, we will notify, by email or other publicly available notice on our website before the change becomes effective.

Notice on our website means that after a material Privacy Policy update, you may not be able to access the Wayground website or services without reviewing the updated information as it appears on your home screen upon login.

If you disagree with these changes, you may terminate and/or delete your account at any time and/or stop utilizing Wayground or its services.

Your continued use of the Wayground services, website and applications constitutes your acceptance of any changes to this Privacy Policy.

## Section 10. Openness and Transparency

Wayground makes every effort to communicate privacy notices, terms of use, contracts etc., in clear, specific and unambiguous language that explains to users how their personal information is being used, processed, disclosed and retained by the provider and any third parties. In the event that any of our policies are unclear, please reach out to us to clarify and update.

## Section 11. Managing Your Personal Information and Data

### 11.1. Data Subject Rights

You have the right to delete, access, update, correct errors in, and export for transfer any of your personal information. Wayground makes these data subject rights available to you regardless of which country or US state you reside in.

### 11.2. Managing Subsequent Use and Disclosure of Personal Information.

As explained throughout this Privacy Policy, you have the ability to control the use of your personal information by Wayground. If you wish to prevent Wayground from using your information in any way whatsoever, you always retain your right to delete your account at any time. With the exceptions explained below for information you shared with other Wayground users, this allows you to eliminate any subsequent use and disclosure of your personal information.

If your personally identifiable information changes, or if you no longer want to use Wayground, you may review, edit, or delete it by visiting Wayground's Settings page, found at <https://www.wayground.com/settings>.

Parents may remove, delete or update an account or any information concerning their child that is posted on Wayground by visiting their child's settings page, working with their child's teacher, or by contacting us at [support@quizizz.com](mailto:support@quizizz.com).

You have the right to erasure of your data, including metadata inferences, assessments and profiles (if not required for administrative purposes by the provider or the school board) and Wayground does not charge a fee for this service.

Users are not required to surrender any copyrights to their own work if they post it to the Wayground application or site. However, users grant a license for Wayground to copy, use and distribute these works.

Users own their own personal information, data and created content. Users grant Wayground a limited license to use the above for purposes set forth in this policy, including but not limited to, all uses related to providing the Wayground product and services to students, educators and other users.

Certain activity on Wayground may be displayed to other users, such as commentary on quiz content, blog posts, support articles, feedback forums or our blog, or the information on your Wayground Profile and quizzes that you have made public. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. You may delete this information or change sharing settings directly. If you are unable to

## Section 12. Data Security.

### 12.1. Standards.

Wayground follows generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

Our security measures include the use of access-controlled data centers hosted in the United States, encryption of all data in transit, and the encryption of user password data both in transit and at rest. No method of transmission over the Internet, or method of electronic storage, however, is 100% secure.

Wayground reviews its Data Security regularly as part of its comprehensive security program in place that is reasonably designed to protect the security, privacy, confidentiality, and integrity of students' and educators personal information against risks, (such as, unauthorized access or use, unintended or inappropriate disclosure) through administrative, technological, and/or physical safeguards appropriate to the sensitivity of the information, as detailed within this policy.

Wayground's security program includes, but is not limited to, the following elements: enforcement of strong password protection, multifactor authentication, and full encryption of sensitive or confidential information.

Wayground uses some outside parties to host its data and holds those providers to a standard at least as protective of student data as the measures outlined in this policy. Our main cloud provider, Amazon Web Services (AWS), is the largest data hosting company and has leading practices in security standards and personnel to constantly monitor this area.

A link to AWS Privacy Center can be found [here](#).

A link to Wayground's Privacy Center can be found [here](#).

### 12.2. Breach Protocol.

Wayground has a detailed data breach protocol and checklist prepared in the event of breach. Our actions upon identifying a breach will include notifying affected individuals as soon as reasonably possible after discovering a security that poses a real risk of significant harm, or if the breach affects or may affect your data. We will provide details of the breach or potential breach and mitigation measures we are taking.

In the event of a security breach, we will notify affected account holders within the amount of time required by law so that you can take steps to keep your data safe.

### 12.3. Questions About Security Practices

If you have any questions about Wayground security practices, you can contact us at [privacy@quizizz.com](mailto:privacy@quizizz.com). Wayground reserves the right not to disclose our policies, procedures and the technologies and methods we employ to advance the security of your data to safeguard our practices.

## Section 13. Cookies and Web Beacons

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. We use cookies to test new features and to help Wayground identify and track visitors, their usage of the Wayground website, and their website access preferences. Wayground visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies, but some of the Wayground website's features may not function properly without the aid of cookies.

To learn more about "How Websites and Apps Collect and Use Your Information" including controlling cookies, please visit [this link](#). You may also learn more about controlling flash cookies [here](#).

## Section 14. Compliance With Laws. Policy Incorporates by Reference.

Wayground complies with all applicable country, state and other applicable privacy laws in the places in which it provides its services. This includes but is not limited to the Children's Online Privacy Protection Act (COPPA), the Family Educational Rights and Privacy Act (FERPA), state laws including but not limited to the California Consumer Privacy Act (CCPA), which has been updated by the California Privacy Rights Act (CPRA), Virginia (VCDPA), Colorado (ColoPA) and other applicable federal and state laws in the United States; the European Union's GDPR and related laws in non-European Union jurisdictions in which we do business (Switzerland and UK), Australia, Canada, Brazil and other applicable national laws and regulations.

Each of these sets of regulations and standards is hereby incorporated by reference with respect to any mandatory compliance elements. To see more on Wayground compliance with specific state requirements, click [here](#).

This Wayground Privacy Notice and Policy is deemed and shall be read and construed to include all mandatory elements of these laws and regulations, and any conflict between this Notice and Policy and mandatory elements of any applicable regulations shall be read in favor of those laws and regulations.

## Section 15. Additional Policy Provisions for Specific Jurisdictions



The additional provisions in this section will generally apply as additional privacy protections for all users, even if not in the jurisdiction noted. However, in other jurisdictions these may be optional.

#### 15.1. Additional Information for California Residents

If you reside in California you are entitled to exercise certain rights outlined in the California Consumer Protection Act (CCPA).

You may delete your account or update your information at any time by visiting [www.wayground.com/settings](http://www.wayground.com/settings).

You may request access to the personal information we've collected by emailing our team at [privacy@quizizz.com](mailto:privacy@quizizz.com). Wayground will not discriminate against you for exercising these rights.

#### 15.2. For Residents of Canada

Wayground is a U.S. company and the service is hosted in the United States. The information we collect is hosted on servers located in the United States. By using Wayground, you consent to the collection, storage, transfer and processing of your personal information in the United States, as set forth in this Privacy Notice and Policy.

Wayground is committed to ongoing compliance with all applicable Canadian federal and provincial privacy laws and regulations with respect to any data provided by its users in Canada, including but not limited to The Personal Information Protection and Electronic Documents Act (PIPEDA), as amended, and related provincial laws. British Columbia, Alberta and Quebec have enacted private sector privacy laws deemed "substantially similar" to PIPEDA, to which Wayground adheres if applicable. Wayground also adheres to the laws regarding collection, use and storage of personally identifying data in Ontario, New Brunswick, Nova Scotia and Newfoundland and Labrador. Wayground is cognizant that PIPEDA generally applies to personal information held by private sector organizations that are not federally-regulated, and conduct business in Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Ontario, Prince Edward Island, Saskatchewan, Yukon, or other federally regulated organizations.

In Canada, our quizzes, educational materials and services, in many cases, are provided by agreements with partnering local education agencies, schools or district school boards, for the benefit of their authorized students. Wayground provides access to our products and services to their authorized students, parents, teachers, and school administrators. Under these agreements, Wayground may be acting as a service provider to the educational institutions or districts as it relates to collection, use and disclosure of users' PI.

- In this role, Wayground has also entered into Data Protection Agreements (or DPAs) with institutions and school districts in Canada that require specific and heightened responsibilities for Wayground related to the collection, use, handling and storage of personal information. In addition to Wayground's legal requirements under Canadian laws, these agreements also mandate Wayground's compliance with some or all of these statutes: Freedom of Information and Protection of Privacy Act (FIPPA), which applies to the provincial government of Ontario, universities, colleges, hospitals and designated agencies; Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), which is the local government equivalent of FIPPA and covers municipal institutions such as municipalities, cities, towns, school boards, and other local government entities; Personal Health Information Protection Act (PHIPA), which provides rules specific to personal health information in the custody of health information custodians.

- A number of these DPAs also mandate compliance with a Board's guidelines for use of Artificial Intelligence and Generative Artificial Intelligence, for which Wayground has put specific compliance measures in place, including but not limited to (a) limiting the use of AI tools as a Wayground default feature for teachers and admins only, (b) not sharing results obtained from AI tools with any third parties, (c ) disabling the use of data by AI providers for their own language model training, so that Wayground information uploaded is not used for any other purpose, (d) entering into specific contract provisions with our AI providers for "zero data retention" beyond the retention necessary for use of the AI tools, and most significantly (e) not uploading personal information to our AI providers. Wayground does not use any AI tools to collect, process or retain user data for our own internal business purposes.

Wayground acknowledges and agrees and adheres to the overarching guideline that any collection, use or disclosure of personal information must only be for purposes that a reasonable person would consider appropriate in the circumstances, as defined under PIPEDA, or other relevant provincial or federal laws.

Wayground ascribes and adheres to PIPEDA's 10 fair information principles for the access to, collection, use and disclosure of personal information:

- **Principle 1** – Accountability. An organization is responsible for personal information under its control. It must appoint someone to be accountable for its compliance with these fair information principles.
  - To meet this principle, Wayground has designated an individual, who with assistance from the organization and its legal team, is responsible for the personal information that Wayground controls and to be accountable for compliance with PIPEDA.
  - Wayground has developed a privacy management program and relevant privacy policies, of which this policy is a component. These are reviewed and updated at regular intervals to ensure ongoing compliance. Wayground staff members are trained to understand how their role intersects with the organization's privacy requirements. We have also educated Wayground personnel about our Privacy Policy and their role in protecting the personal information of our users.
- **Principle 2** – Identifying Purposes. The purposes for which the personal information is being collected must be identified by the organization before or at the time of collection.
  - Wayground uses tools such as pop up consents to accomplish this principle and principle 3.

- wayground may also collect, use or disclose our users' personal information for user relationship development which may include (i) developing and maintaining and generate insights into our relationship with you and our ability to deliver high quality educational materials, (ii) conducting research to develop, evaluate, and improve our products and services, and (iii) communicating with you products, services, offers, news and information updates or invitations by Wayground that may be of interest to you.
  - You can withdraw your consent to the use and disclosure of your personal information for marketing purposes by contacting us at the contact information below in Section 16.
- **Principle 3** – Consent. The knowledge and consent of the individual are required for the collection, use, or disclosure of personal information, except where inappropriate.
  - **Principle 4** – Limiting Collection. The collection of personal information must be limited to that which is needed for the purposes identified by the organization. Information must be collected by fair and lawful means.
    - Wayground uses personal identifying information or PI only for purposes necessary for users to be able to access and use its products and services and informs users of such limits.
  - **Principle 5** – Limiting Use, Disclosure, and Retention. Unless the individual consents otherwise or it is required by law, personal information can only be used or disclosed for the purposes for which it was collected. Personal information must only be kept as long as required to serve those purposes.
    - Wayground provides users with clear options to limit use of their personal information and retains personal information only as long as users are active on Wayground platforms.
  - **Principle 6** – Accuracy. Personal information must be as accurate, complete, and up-to-date as possible in order to properly satisfy the purposes for which it is to be used.
    - Wayground has developed policies to keep the information updated to minimize the risk of inaccurate personal information being processed and monitors their effectiveness to comply with this principle and Principle 7.
  - **Principle 7** – Safeguards. Personal information must be protected by appropriate security relative to the sensitivity of the information.
  - **Principle 8** – Openness. An organization must make detailed information about its policies and practices relating to the management of personal information publicly and readily available.
    - Wayground believes its policies are easy to access and to understand. Our policies do not use complex legal language and are written for non-technical readers who use our products and services. Wayground has written all of its instructions and notices in clear and simple language to allow its users to make informed decisions on whether or not to provide consent.
    - Our public policies are accessible in multiple formats [We also have specific policies on-line for the public for information relating to children and to website visitors who do not become registered users of Wayground] and our policies and notices inform the individual of how their information is used or disclosed, information detailing who is responsible for privacy, and details for how individuals can make a complaint.
  - **Principle 9** – Individual Access. Upon request, an individual must be informed of the existence, use, and disclosure of their personal information and be given access to that information. An individual shall be able to challenge the accuracy and completeness of the information and have it amended as appropriate. Wayground complies with this principle and all access is provided free of charge.
  - **Principle 10** – Challenging Compliance. An individual shall be able to challenge an organization's compliance with the above principles. Their challenge should be addressed to the person accountable for the organization's compliance with PIPEDA, usually their Chief Privacy Officer.
    - Wayground provides information on how to challenge our compliance and we have a process ready to handle any complaints.
    - Wayground will respond to your complaints and questions relating to privacy. We will investigate and attempt to resolve all complaints.

Canadian users with any privacy concerns or questions may contact Wayground at the contact information in Section 16 below.

### 15.3. For Residents of the European Union (EU), United Kingdom (UK) and Switzerland

Wayground is a U.S. company and the service is hosted in the United States. The information we collect is hosted on servers located in the United States. By using Wayground, you consent to the transfer and processing of your personal information in the United States.

Wayground shall ensure that the transfer is based on standard contractual clauses ("SCCs") in the form currently approved by the European Commission.

Wayground is committed to ongoing compliance with the "EU-U.S. Data Privacy Framework Principles" and the "Swiss-U.S. Data Privacy Principles" (as applicable) regarding the collection, use, and retention of personal information from EU member countries, UK and Switzerland transferred to the United States pursuant to the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and, as applicable the UK Extension to the EU-U.S. DPF (UK DPF), and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF).

Wayground is committed to compliance with all applicable privacy laws and regulations of the EU, UK and Switzerland, primarily outlined in the General Data Protection Regulation (GDPR).

GDPR is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA); Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data

Protection Regulation).

Wayground is also cognizant of and committed to upholding the UK variations from or amendments to EU regulations on data privacy and security. The Data Protection Act 2018 (DPA 2018) is, in essence, the UK's implementation of the EU General Data Protection Regulation (GDPR). All references herein to compliance with the EU GDPR principles and requirements shall apply equally with respect to Wayground compliance with UK DPA 2018.

Wayground is committed to the principles and rights for Data Subjects detailed in the GDPR with respect to Processing of Personal Data, including but not limited to:

- **Right of Access.** Right to obtain confirmation of which of your Personal Data is processed and information about it, for instance, which are the purposes of the Processing, what are the conservation periods, among others.
- **Right of Rectification.** Right to request modification of your Personal Data that is inaccurate or incomplete Personal Data, such as the address, VAT, email, telephone contacts, or others.
- **Right to Erasure or "Right to Be Forgotten".** Right to erase your Personal Data, provided that there are no valid grounds for its retention, for example in cases where we have to keep the Personal Data to comply with legal obligation or because a court case is in progress.
- **Right to Data Portability.** Right to receive the Personal Data you have provided us in a digital format of current use and automatic reading or to request, if technically possible, the direct transmission of your Personal Data to another entity that becomes the new entity responsible for your Personal Data.
- **Right to Withdraw Consent or Right of Opposition.** Right to object or withdraw consent at any time to Processing, for example in the case of Processing for marketing purposes, provided that no legitimate interests exist prevailing over your interests, rights and freedoms, such as defending a right in a judicial process.
- **Right of Limitation or Right to Restriction of Processing.** Right to request the limitation of the Processing of your Personal Data, in the form of: (i) suspension of Processing or (ii) limitation of the scope of Processing to certain categories of Personal Data or purposes of Processing.
- **Right to Object and Automated Individual Decision-making** – When the Processing of Personal Data, including the Processing for the definition of profiles, is exclusively automatic (without human intervention) and may have effects in your legal sphere or significantly affect it, the User shall have the right not to remain subject to any decision based on such automatic Processing, except as otherwise provided by law. Further, the right to take appropriate measures to safeguard rights and freedoms and legitimate interests, including the right to have human intervention in decision making by us, the right to express a point of view or contest the decision taken on the basis of automated individual information processing.
- **Right to complain.** Right to complain to the supervisory authority, in addition to us. The exercise of rights is free of charge, except in the case of a manifestly unfounded or excessive request, in which case a reasonable fee may be charged regarding its costs. The information must be provided in writing but may be given orally if requested. In this case, we should verify your identity by means other than oral. The response to requests should be provided within a maximum of 30 days, unless it is a particularly complex request.

Definitions of some of the key terms specific to these areas and used in this Section are set forth below.

**"Consent of the Data Subject"** means any freely given, specific, informed and unambiguous indication of the Data Subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the Processing of Personal Data relating to him or her.

**"Controller"** means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the Processing of Personal Data; where the purposes and means of such Processing are determined by Union or Member State law, the Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

**"Data Subject"** refers to an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. A Data Subject is any natural person whose Personal Data is being collected, held or processed. Examples of a Data Subject are an individual user, a customer, a prospect, an employee, a contact person, or other persons providing personal data.

**"Data Subject Request (DSR)"** means a formal request by a Data Subject to a Controller to take an action on his or her Personal Data.

**"Personal Data"** means any information relating to an identified or identifiable natural person. "Processing" means any operation or set of operations which is performed on Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**"Processor"** means a natural or legal person, public authority, agency or other body who or which processes Personal Data on behalf of the Controller.

**"Recipient"** means a natural or legal person, public authority, agency or another body, to which the Personal Data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as Recipients. The Processing of those Personal Data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the Processing.

Wayground complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF (UK DPF), and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Wayground has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles), the



the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Wayground has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF.

Wayground has certified that it complies with the EU-U.S. Data Privacy Framework Principles, and, as applicable, the UK Extension and any UK specific modifications to the EU-U.S. DPF Principles as well as the Swiss-U.S. Data Privacy Principles, as applicable, with respect to such data.

If there is any conflict between the policies in this Privacy Policy and Data Subject rights under the EU-U.S. Data Privacy Framework Principles, and, as applicable the UK Extension and any UK specific modifications to the EU-U.S. DPF Principles, or to the Swiss-U.S. Data Privacy Principles, as applicable, then the EU-U.S. Data Privacy Framework Principles, and, as applicable the UK DPF Extension and any UK specific modifications to the EU-U.S. DPF Principles as well as the Swiss-U.S. Data Privacy Framework Principles, as applicable shall govern.

If there is any conflict between the terms in this Privacy Policy and the EU-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit Data privacy framework website. To learn more about the Data Privacy Frameworks, and to view our certification page, please visit [Data Privacy Framework website](#).

With respect to personal data received or transferred pursuant to the EU-U.S. DPF, the UK DPF, and the Swiss-U.S. DPF, Wayground is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC). We may be required to disclose personal data in response to lawful requests by public authorities.

Our accountability for personal data received in the United States under the EU-U.S. DPF, the UK DPF, and the Swiss-U.S. DPF and subsequently transferred to a third party is described in the Principles set forth above. Under the EU-U.S. DPF, the UK DPF, and the Swiss-U.S. DPF, Wayground remains liable for the transfer of personal data to third parties acting as our agents unless we can prove we were not a party to the events giving rise to the damages.

Details about how Wayground shares information with third parties can be found in Section 5 above. A link to the table of the identity and type of our third party service providers, the purposes for which we use them and how they use and process personal data on our behalf can be found [here](#).

In compliance with the EU-U.S. DPF, UK DPF, and Swiss-U.S. DPF Principles, Wayground commits to resolve complaints about your privacy and our collection or use of your personal information transferred to the United States pursuant to those principles. EU, UK and Swiss individuals with inquiries or complaints should first contact Wayground by email at [privacy@quizzz.com](mailto:privacy@quizzz.com).

Wayground has further committed to refer unresolved privacy complaints under the EU-U.S. DPF, UK DPF, and Swiss-U.S. DPF Principles to an independent dispute resolution mechanism. If you have unresolved privacy or data use concerns that we have not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider, free of charge, using the information provided at <https://www.jamsadr.com/dpf-dispute-resolution>. This service is provided free of charge to you.

If your privacy concerns or complaints cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms.

If you are located in the European Union, UK, Switzerland or the EEA, you have a right to lodge complaints about the data processing activities carried about by Wayground. Our lead supervisory authority is the Austrian Data Protection Authority. You can find their contact details [here](#).

We appointed GDPR-Rep.eu as representative according to Art 27. GDPR <https://prighter.com/verify/13361347>.

Our certificate of representation may be viewed at <https://app.prighter.com/portal/13361347>

If you want to make use of your GDPR data privacy rights, please visit: <https://gdpr-rep.eu/q/13361347>.

Contact information for our GDPR representative:

GDPR-Rep.eu at PrighterGDPR-Rep by  
Maetzler Rechtsanwalts GmbH & Co KG

Attorneys at Law

c/o Quizzz Inc.,

Schellinggasse 3/10, 1010 Vienna, Austria.

Please add the following subject to all correspondence:

GDPR-REP ID: 13361347>Contact Information for UK Residents

Prighter Ltd (UK)

Attorneys at Law

c/o Quizzz Inc.,20 Mortlake High Street

London SW14 8JN

UNITED KINGDOM

Please add the following subject to all correspondence:

GDPR-REP ID: 13361347.

Wayground has designated a GDPR Data Controller and GDPR Processor, as defined above, and uses industry standard compliance, directly and through its third party suppliers.



15.4. For Residents of Australia

APEC Cross-Border Privacy Rules System and APEC Privacy Framework. Wayground complies with the general principles and specific recommendations in the APEC Privacy Framework. Wayground is committed to the main APEC privacy principles:

1. Accountability
2. Preventing Harm
3. Notice
4. Choice
5. Limitation on Collection
6. Limited Use of Personal Information
7. Integrity of Personal Information
8. Security Safeguards, and
9. Access and Correction

The Framework is intended to provide clear guidance and direction to businesses and government entities in APEC economies on common privacy issues and the impact of privacy issues upon the way legitimate business practice and government functions are to be conducted. It does so by highlighting the reasonable privacy expectations of the modern consumer. Businesses and member economies should respect individuals' privacy interests in a way that is consistent with the Principles outlined in the Framework.

Wayground is also cognizant of and committed to upholding Australian laws and regulations related to Data Privacy. The Privacy Act details specific rights, including, but not limited to, being told generally what kind of information we are collecting and how we collect it; why your personal information is being collected; that your personal information can only be collected for a lawful purpose, finding out what information we hold about you, the ability to have it corrected if it is incorrect, out of date or incomplete, and advising that your personal information must be stored securely and protected from interference or misuse. We make best effort to adhere to the 13 Privacy Principles contained within the Privacy Act:

1. Be Transparent
2. Allow Anonymity
3. Limit the Collection of Solicited Information
4. Handle Unsolicited Information With Care
5. Let Users Know How You are Collecting Their Data
6. Inform Users How You Use or Share Their Data
7. Limit the Use of Collected Information for Direct Marketing
8. Be Intentional When Sharing Information Across Borders
9. Follow Steps for Using Government Related Identifiers
10. Only Collect Valid Information
11. Keep Collected Data Safe
12. Give Users a Way to Access Their Information
13. Give Users a Way to Change Their Information

15.5. For Residents of Brazil

Wayground is a U.S. company and the service is hosted in the United States. The information we collect is hosted on servers located in the United States. By using Wayground, you consent to the collection, storage, transfer and processing in the United States, of your personal data (as defined under the laws of Brazil) and as set forth in this Privacy Notice and Policy. In such cases, we ensure that appropriate safeguards are implemented in accordance with LGPD requirements. This includes ensuring that the recipient country has equivalent privacy protections as provided by Brazilian law or implementing other legal mechanisms like standard contractual clauses approved by competent authorities.

Wayground is committed to ongoing compliance with all applicable privacy laws and regulations of Brazil regarding data privacy, including but not limited to the Lei Geral de Proteção de Dados (LGPD), or General Law for the Protection of Privacy. Under the LGPD, Quizizz do Brasil Desenvolvimento Educacional Ltda is the controller of personal data.

Wayground recognizes the following aspects of LGDP regulations:

- Personal data encompasses "information regarding an identified or identifiable natural person.
- "Special restrictions for the processing of "sensitive personal data," which is data that relates to racial or ethnic origin, religious beliefs, political opinion, affiliation to unions or political, philosophical or religious organizations, health information, sexual preference, or genetic and biometric data. Sensitive personal data may only be processed when the data subject specifically and distinctly consents to the specified purposes.
- Personal data may be processed without consent for certain specific and limited purposes.

Wayground is committed to the fundamentals of personal data protection set forth in LGPD:

1. respect for privacy;
2. informative self-determination;

3. freedom of expression, information, communication and opinion;
4. the inviolability of intimacy, honor and image;
5. economic and technological development and innovation;
6. free enterprise, free competition and consumer protection; and
7. human rights, the free development of personality, dignity and the exercise of citizenship by natural persons

Wayground further adheres to the LGPD principles that govern data processing activities and set forth fundamental rights granted to all Brazilian data subjects. Under LGPD, processing of personal data activities shall observe good faith and the following principles:

1. **Purpose:** carrying out the processing for legitimate, specific, explicit and informed purposes to the data subject, without the possibility of further treatment incompatible with those purposes. Wayground processes the categories of personal data through the methods described in this privacy policy, including in Section 3 (Information Collected by Wayground), generally for the purposes of providing you with our services.
2. **Legal Bases:** Personal data is collected on the following lawful bases for processing:
  - **Consent:** Where you have provided your consent for us to provide our services to you, or to communicate with you, we may need to process your personal data.
  - **Comply with Legal or Regulatory Obligations:** Where we are required to comply with laws, legal obligations, or regulations.
  - **Necessary for Execution of a Contract:** If we have entered into a contract with you, or the organization you represent, who may be a customer, partner, supplier or other third party with whom we have a relationship, we may need to process your personal data.
  - **Legitimate Interest:** We may need to process your personal data where we have a legitimate interest in doing so, such as (1) to communicate with you in response to your requests, questions, inquiries, and submissions; (2) to conduct advertising, marketing and promotional activities in connection with operating our business; and (3) for research and development, security and optimization of our services.
3. **Adequacy:** compatibility of the processing with the purposes informed to the data subject, according to the processing activity context;
4. **Need:** limitation of the processing activity to the minimum necessary for the accomplishment of its purposes;
5. **Free Access:** guarantee to data subjects free and easy consultation about the form and duration of the processing activity, and completeness of their personal data;
6. **Data Quality:** guarantee to data subjects accuracy, clarity, relevance and updating of the data, according to the need and for the fulfillment of the purpose of its processing;
7. **Transparency:** guarantee to data subjects clear, accurate and easily accessible information about the processing;
8. **Security:** technical and administrative measures capable of protecting personal data from unauthorized access and accidental or unlawful destruction, loss, alteration, communication or dissemination. In the unfortunate event that there is a breach of security leading to accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to personal data that may result in a risk to your rights and freedoms, we will promptly notify you and the Brazilian Data Protection Authority (ANPD) as required by law. We will also take immediate steps to mitigate the impact of such a breach and cooperate with relevant authorities;
9. **Prevention:** measures to prevent the occurrence of damage due to the processing of personal data;
10. **Non-discrimination:** the impossibility of carrying out the processing activity for illicit or abusive discriminatory purposes;
11. **Responsibility and Accountability:** effective measures capable of proving observance and compliance with personal data protection rules, including the effectiveness of such measures.
12. **Data Subject Rights:** provide the rights of data subjects under the LGPD as described under Section 11 of this Privacy Policy (Managing Your Personal Information and Data).
13. **Third-Party Relationships:** We may engage with third-party service providers to assist in the collection and processing of personal data. These service providers are required to adhere to strict confidentiality obligations and comply with relevant laws and regulations.
14. **Storage Duration:** Your personal data is stored with us for only as long as required to provide you with the services or to fulfill any other purpose the data was collected.

Wayground specifically highlights within LGPD, its acknowledgement and agreement with Article 14, Personal Data of Children and Adolescents, which requires the following:

*The processing of personal data of children and adolescents shall be carried out in their best interest, in accordance with this article and the relevant legislation.*

The following sections of Article 14 have some references to other sections of LGPD and details omitted for use in this Privacy Notice and Policy:

1. The processing of personal data of children shall be carried out with the specific and prominent consent given by at least one parent or legal guardian.
2. In the processing of data ... the controllers shall keep public the information on the types of data collected, the form of their use and the procedures for the exercise of the rights referred to in art. 18 of this Law.
3. Personal data of children may be collected without the consent referred to in § 1 of this article when collection is necessary to contact the parent or legal guardian, used only once and without storage, or for their protection, and in no case may be passed on to a third party without the consent referred to in § 1 of this article.
4. The controllers shall not condition the participation of the data subject referred to in § 1 of this article in games, internet applications or other activities to the provision of

For this article in games, internet applications or other activities to the provision of personal information beyond what is strictly necessary for the activity.

5. The controller shall make all reasonable efforts to verify that the consent referred to in § 1 of this article has been given by the parent responsible, considering the available technologies.
6. The data processing information referred to in this article shall be provided in a simple, clear and accessible manner, considering the user's physical-motor, perceptive, sensory, intellectual and mental characteristics, using audiovisual resources when appropriate, provide the necessary information to the parent or legal guardian that is appropriate to the child's understanding.

Our complete privacy policy in Portuguese is available [here](#)

Information pertaining to the designation of personal data officers for Quizizz in Brazil can be found [here](#). Contact information is also available [here](#).

Additionally, Brazilian users with any privacy concerns or questions may contact Wayground under the US contact information in Section 16 below.

## Section 16. How to Contact Us.

If you have questions or wish to send us comments about this Privacy Policy, please send an email to [privacy@quizizz.com](mailto:privacy@quizizz.com), or write us at:

Quizizz Inc. dba Wayground

3110 Main St. Building C,

Santa Monica, CA 90405

Attention: Data Privacy

Any additional questions, comments or complaints may be addressed to our Data Protection Officer, Connor Pierson, who may be reached by either of these methods of contact.

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 **WAYGROUND**  
formerly Quizizz

 Accessibility

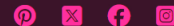
School & District  
Blog  
For Business  
About us  
Webinars  
Help Center

Terms of Service  
Privacy Policy  
Privacy Center  
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2026 Quizizz Inc. (DBA Wayground)



English ▾

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Accept

Reject