

**STUDENT PRIVACY PLEDGE** The Student Privacy Pledge was developed in concert with the Future of Privacy Forum (FPF) and the Software & Information Industry Association (SIIA), and it spells out 12 commitments related to the protection and responsible use of student data. Signatories to this pledge can be held legally responsible for actions or practices which do not conform to it.

Among key elements of the pledge are promises to:

- Not sell student information
- Not behaviorally target advertising (targeting advertising based on browsing behavior)
- Use data for authorized education purposes only
- Not change privacy policies without notice and choice
- Enforce strict limits on data retention
- Support parental access to, and correction of errors in, their children's information
- Provide comprehensive security standards
- Be transparent about collection and use of data

SchoolMessenger was already 100% in compliance with all applicable state and federal laws on student data privacy, but chose to sign the Pledge to set an example for other education technology companies that facilitate school communications.

For more information on Student Privacy Pledge please visit: <http://studentprivacypledge.org/>

For more information about Android app permissions please visit Google's official website: <https://support.google.com/googleplay/answer/6014972?hl=en>

For more information on SchoolMessenger please visit: <http://www.schoolmessenger.com/>