

Please direct all related inquiries to:

Learning First Alliance (LFA)
1250 N. Pitt Street, Alexandria, VA 22314
703-738-9081 (ph)

As part of the online **Pledge Public School Proud** sign up system, we save your information in our database. We do not, sell, share, or rent this information to others.

We respect your privacy and are committed to protecting your Personal Data. Our updated Privacy Policy outlines what information we collect about you through our Website and how it is used. We also explain how we process your Personal Data, who we share it with, how we look after it and tell you about your privacy rights and how the law protects you.

Privacy Policy

Updated: October 09, 2019

This website (the “**Website**”) is operated by Learning First Alliance (LFA) (the controller and responsible for your Personal Data) (“**we**”, “**us**” and/or “**our**”) and has been created to accomplish our mission of implementing on creation with the help of Website visitors (“**you**” or “**your**”).

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Revised” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site. You are encouraged to periodically review this Privacy Policy to stay informed of updates. By using our Site, you are accepting this Privacy Policy.

Why do we collect your Personal Data?

The Learning First Alliance is a partnership of leading education organizations representing more than 10 million members dedicated to improving student learning in America's public schools. We share examples of success, encourage collaboration, and work toward the continual and long-term improvement of public education based on solid research. To this end, we collect data for the following purposes:

- To communicate with you effectively and to mobilize our members (including showing you campaigns and other content that are most likely to matter to you);
- To keep the LFA network thriving and effective and to extend our reach;
- To promote our campaigns and pledge and maximize their impact;
- To have our voice heard with the media;

- To work together to encourage leaders and governments.

We may collect, use, store and transfer different kinds of Personal Data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name
- **Contact Data** includes email address, telephone numbers, location
- **Communications Data** includes your preferences in receiving communications from us and, where applicable, your opt-in to receive such communications.

We also collect from all visitors:

- Technical information about your use of the Website, browser type and version, and operating system

Except as otherwise described in this Privacy Policy, we do not collect any Special Categories of Personal Data about you. This includes details about your race or ethnicity, sex life, sexual orientation, trade union membership, information about your health and genetic and biometric data, nor do we collect any information about criminal convictions and offences, except where the processing is required or permitted by applicable law, or we have obtained your prior explicit consent.

Children

This Website is not intended for or directed at children under the age of 13 (US & some EU countries) or 16 (other EU countries & elsewhere). Our policy is that we do not knowingly collect, use, or disclose Personal Data about visitors that are under these ages. If you are a parent or guardian of a minor and believe that we have collected, used, or disclosed such information, please contact us using the contact information below. If we have reason to believe that someone is underage and we have collected their Personal Data without proper consent, we will delete that information in a reasonable period of time.

If you are a California resident and under the age of 18, you may request that we remove content or information that you have posted to our website by contacting us as provided below.

How we use your Personal Data

Personal Data

We only use the Personal Data you provide in a manner that is consistent with this Privacy Policy and where the law allows us to. Most commonly, we rely on the following legal grounds for the processing of your Personal Data:

- With your consent (e.g. to this Privacy Policy);
- To communicate with you effectively and to mobilize our members (including showing you campaigns and other content that are most likely to matter to you);
- To keep the LFA network thriving and effective and to extend our reach;
- To promote our campaigns and pledge and maximize their impact.

Aggregated Personal Data

In an ongoing effort to accomplish our mission and understand Website visitors better and judge the effectiveness and growth potential of campaigns, Learning First Alliance (LFA) may conduct research on its visitors' demographics and interests based on the Personal Data and other information provided to us. This research may be compiled and analyzed on an aggregate basis, and Learning First Alliance (LFA) may share this aggregate information with its partners, affiliates, and allies.

Non-Personal Data

We use the Non-Personal Data collected to generate statistics and measure Website activity in order to improve the quality of our Website for our visitors.

When We Share your Personal Information

Learning First Alliance (LFA) will not sell your Personal Data. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your Personal Data with LFA members (below) without further notice to you, as set forth below:

LFA Members of the Learning First Alliance:

[American Association of Colleges for Teacher Education](#)

[AASA: The School Superintendents Association](#)

[American Federation of Teachers](#)

[American School Counselor Association](#)

[Consortium for School Networking](#)

[Learning Forward](#)

[National Association of Elementary School Principals](#)

[National Association of Secondary School Principals](#)

[National Education Association](#)

[National PTA](#)

[National School Boards Association](#)

[National School Public Relations Association](#)

Legal Requirements

We may disclose your Personal Data if required to do so by law (including without limitation any election law) or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of Learning First Alliance, (iii) act in urgent circumstances to protect the personal safety of Website visitors or the public, or (iv) protect against legal liability.

Links to Other Websites

This Privacy Policy applies only to our Website. The Website may contain links to other websites, plug-ins and applications not operated or controlled by Learning First Alliance (the “Third Party Sites”). Clicking on those links or enabling those connections may allow Third Party Sites to collect or share data about you. The policies and procedures we described here do not apply to the Third Party Sites. The links from the Website do not imply that Learning First Alliance endorses or has reviewed the Third Party Sites. We encourage you to contact those sites directly for information on their privacy policies.

Social Media

Through the Website, you can choose to access certain social media Websites and services that are owned and controlled by third parties (e.g. Facebook and Twitter) (the “**Social Media Services**”). When you elect to access and use the Social Media Services, you will be sharing your information (which will include your Personal Data if you elect to share such information) with those Social Media Services. As with other Third Party Sites, the information that you share with the Social Media Services will be governed by the privacy policies and terms of service of the providers of such Social Media Services and not by the policies and procedures we describe here.