

## Privacy Policy

Written by Ricky Letovsky

Tuesday, 01 November 2011 16:22 - Last Updated Monday, 14 November 2011 18:42

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### **MathAmaze Privacy Policy**

Last Updated: November 14, 2011

Welcome to the MathAmaze web site and online services (the “Website”) operated by Mitacs Inc., a national, not-for-profit research organization. MathAmaze values the privacy of our members and others who visit and use the Website (individually, “You” or collectively, “Users”). We take your privacy seriously and make it a priority to protect personally identifiable information that we obtain from and about individuals both online and off-line. This Privacy Policy describes what information we gather from you, how we use that information, and what we do to protect it. By using the Website (whether or not you are a registered member), you expressly consent to the information handling practices described in this policy. If you do not want information about you to be used in the manner set forth in this Privacy Policy, please do not use the Website.

This Privacy Policy is incorporated into and is subject to the MathAmaze Terms of Service. Your use of the Website and any personal information you provide on the Website are subject to the terms of this Privacy Policy and MathAmaze’s Terms of Service.

#### **The Information MathAmaze Collects:**

**User-provided Information:** When you browse and use the Website, you may provide to MathAmaze what is generally called “personally identifiable” information (such as your name, password, gender, email address, current grade and home/mobile telephone number). If you choose to provide such information, during registration or otherwise, you are giving MathAmaze the permission to use and store it consistent with this policy. Therefore, please understand that when you sign in with MathAmaze, you are not anonymous to us.

**“Cookies” Information:** When you visit the Website, whether or not you are a registered member, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your computer. Cookies remember information about your activities on a website. MathAmaze may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Website. Persistent cookies can be removed. Please review your web browser “Help” file to learn the proper way to modify your cookie settings. However, without cookies you will not have access to certain services on the Website.

#### **The Way MathAmaze Uses Information:**

Being a game for grade school children, protecting their privacy is of utmost importance. MathAmaze uses the information that you provide or that we collect in order to establish and enhance our relationship with you. MathAmaze generally uses the information you provide or that we collect to operate, maintain, enhance, and provide all of the features and services found in the MathAmaze game.

Under certain circumstances (for example if you win a contest) we may post your personally

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identifiable information on the Website. However, we will notify you of this possibility when collecting personally identifiable information or we will obtain your consent. MathAmaze uses all of the information that you provide or that we collect from Users to understand and analyze the usage trends and preferences of our Users, to improve the way the game and website works and looks, and to create new features and functionality.

MathAmaze may use “cookies” information to: (a) remember your information so that you will not have to re-enter it during your visit or the next time you visit the Website; (b) monitor aggregate site usage metrics such as total number of visitors and pages viewed; and (c) track your entries, submissions, and status in any promotions or other activities.

As MathAmaze is an educational tool and not a commercial product, we guarantee that we will not share your personally identifiable information with advertisers, business partners, and other entities that are not affiliated with MathAmaze or Mitacs for the purpose of sending you information about their products and services. We do not share personally identifiable information with other third-party organizations for their marketing or promotional use

### **When MathAmaze Discloses Information:**

MathAmaze may also disclose User information if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws (such as Canadian or U.S. Copyright law) or respond to a court order, judicial or other government subpoena, or warrant. In some cases, we may make such disclosures without first providing notice to Users.

MathAmaze also reserves the right to disclose User information that we believe, in good faith, is appropriate or necessary to take precautions against liability; protect MathAmaze from fraudulent, abusive, or unlawful uses; to investigate and defend ourselves against any third-party claims or allegations; to assist government enforcement agencies; to protect the security or integrity of the Website; or to protect the rights, property, or personal safety of MathAmaze, our Users, or others.

In the event that MathAmaze is acquired by or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the information that we have collected from Users as part of such merger, acquisition, sale, or other change of control.

### **Your Choices:**

You may, of course, decline to share your personally-identifiable information with MathAmaze, in which case MathAmaze will not be able to provide to you some of the features and functionality found on the Website. If you register as a member of MathAmaze, you may update, correct, or delete your profile information and preferences at any time by going to your account settings page.

To protect your privacy and security, we take reasonable steps to verify your identity before granting you account access or making corrections to your information. **YOU ARE RESPONSIBLE FOR MAINTAINING THE SECRECY OF YOUR UNIQUE PASSWORD AND ACCOUNT INFORMATION AT ALL TIMES.**

MathAmaze reserves the right to disable any user account deemed inappropriate by using profanity or disrespecting the nature of the game.

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### **Third-Party Advertisers, Links to Other Sites:**

The Website may be linked to internet websites operated by other companies. Some of these websites may be co-branded with our name or logo, even though they are not operated or maintained by us. MathAmaze may also permit other companies, called third-party ad servers or ad networks, to serve advertisements within the Website. These third-party ad servers or ad networks may use technology to send, directly to your browser, some of the advertisements and links that appear on the Website. These advertisers may automatically receive your IP address if this happens. These advertisers may also use other technologies (such as cookies, JavaScript, or Web Beacons) to measure the effectiveness of their advertisements and to personalize the advertising content.

You should consult the respective privacy policies of these third-party websites and third party ad servers or ad networks. MathAmaze's privacy policy does not apply to, and we cannot control the activities of, such other third party advertisers or web sites. Please be aware that MATHAmaze does not warn you when you have chosen to link through to another website from the Website.

### **Our Commitment to Data Security:**

MathAmaze uses certain physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to MathAmaze, and you do so at your own risk. Once we receive your transmission of information, MathAmaze makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

If MathAmaze learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. MathAmaze may post a notice on the Website if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

### **International Visitors:**

The Website is intended solely for visitors located within Canada. If you nonetheless choose to use the Website from other regions outside of Canada, the laws governing data collection may differ from Canadian law, so please note that you are transferring your personally identifiable information outside of those regions to Canada and by providing your personally identifiable information on the Website you consent to that transfer.

### **Changes and Updates to this Privacy Policy:**

This Privacy Policy may be revised periodically without further notice to you and this will be reflected by a "Last Updated" date above. Please revisit this page to stay aware of any changes. Your continued use of the Website constitutes your agreement to this Privacy Policy and any future revisions.

### **Contact Information:**

Please contact MathAmaze with any questions or comments about this Privacy Policy by email at [contact@mathamaze.ca](mailto:contact@mathamaze.ca)

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