

Privacy Policy for Willow Education

Last updated: September 13, 2024

Welcome to Willow Education! This Privacy Policy explains how we collect, use, store, and protect the personal information of our users. By accessing or using our web app, you agree to the terms and conditions outlined in this policy. If you have any questions or concerns regarding your data, please contact us at privacy@willowed.org.

Information We Collect

We collect personal information from users in the following ways:

1. **Google Login:** When you sign up or log in using Google OAuth, we collect the following information:
 - First name
 - Last name
 - Email address
2. Additional personal information you provide may include:
 - Birthday
 - School
 - IP address
 - Phone number

Use of Collected Information

The personal information we collect is used for the following purposes:

- Personalizing recommendations for postsecondary programs based on user interests and preferences.
- Managing user accounts, and ensuring secure access to our platform.
- Providing relevant educational content and program recommendations.
- Sending necessary communications related to user accounts, tasks, and updates.

We do **not** sell personal information to third parties.

Third-Party Services

We use third-party services to improve our platform and enhance your experience:

- **Segment, Google Analytics, and Amplitude:** For collecting usage data to analyze and improve our services.
- **SendGrid:** For tracking email opens and improving communication.

- **Twilio:** For sending text reminders if opted in.

Data Security

We take appropriate technical and organizational measures to safeguard the personal information we collect, protecting it from unauthorized access, disclosure, alteration, or destruction.

Age Restrictions

Willow Education is designed for high school students, including those under the age of 18. By using our services, users confirm that they are at least 13 years old. We recommend that minors seek consent from a parent or guardian before using our services.

Sharing of User Information

We only share user data with postsecondary programs that users have expressed interest in. This may include:

- First name, last name, and email address.
- Academic interests, career goals, and other user preferences.

Users can opt-out of data sharing during registration or by contacting [**privacy@willowed.org**](mailto:privacy@willowed.org). Opting out may limit certain personalized features of the platform.

FERPA Compliance

Willow Education complies with the Family Educational Rights and Privacy Act (FERPA) to ensure the privacy of student education records. Our practices include:

- Allowing parents/guardians and eligible students to review and request changes to their records.
- Only sharing data with third parties for permitted purposes, like postsecondary applications.

Access and Modification of Personal Information

Users can access, update, or delete their personal information by contacting us at [**privacy@willowed.org**](mailto:privacy@willowed.org). We will respond to such requests promptly.

Opt-Out and Data Retention

Users may request to delete their account and data at any time. However, essential data required for account security and service provision cannot be removed unless the account is

closed. If you no longer wish to receive communication, you may opt-out by contacting **privacy@willowed.org**.

Privacy Policy Changes

We may update this policy from time to time. If we make any significant changes, we will notify users by email or by posting an updated version on our website. Please review this policy periodically for updates.

By using Willow Education, you acknowledge that you have read and understood this Privacy Policy. If you disagree with any aspect of this policy, please refrain from using our web app.