

# LEARNERVERIFIED™ PRIVACY POLICY

## Our Promise to Our Valued Users and Customers

LearnerVerified™ brand owned by Yardstick Software Inc. (referred to herein as “LearnerVerified™”) respects the privacy of our users. This Privacy Policy (“Policy”) describes our privacy practices concerning information collected in connection with the LearnerVerified™ SaaS, whether located at [www.learnerverified.com](http://www.learnerverified.com) site, or any other LearnerVerified™-layered platform (collectively referred to throughout this Policy as the “Site”). A separate policy, available [www.learnerverified.com/termsfuse](http://www.learnerverified.com/termsfuse) describes our practices in connection with (i) the Terms of Use of LearnerVerified™ SaaS and (ii) the payment services, payment processing services, and other related applications that LearnerVerified™ makes available on the Site and that are embedded in third-party applications and services.

LearnerVerified™ cares about its customers and, as part of that concern, appreciates that its customers care about how their personal information is handled by LearnerVerified™. Our goal is to make your online experience the very best we can. This goal includes keeping your information secure, and to collect, use and disclose your information only in accordance with this Privacy Policy.

LearnerVerified™ promises to abide by this Privacy Policy and to deal with all personal information in a responsible, professional and respectful manner. In the unusual circumstance that we fall short of these goals, LearnerVerified™ promises to make every effort to address and resolve your concerns in an appropriate, fair and timely manner.

LearnerVerified™ makes identity-verification services available to third parties for integration into those third parties’ websites, applications, and online services. LearnerVerified™ collects, uses, and discloses individual users’ information only as directed by these third parties and, accordingly, LearnerVerified is a mere processor of user information with respect to the services and not a controller. Further, some features of the services may be disabled or altered by the data controller, or the controller may require LearnerVerified™ to collect, use, disclose, or otherwise process data in ways that differ from those described below. Thus, to fully understand how your information will be handled when you use the services, you must review not just this Policy, but also the privacy policy of the third party with whom you are dealing directly (the “Third-Party Data Controller”).

## Children’s Privacy

The Site is not directed to children under the age of 13, and we will not knowingly collect personal or other information from anyone it knows is under the age of 13. We recommend that persons over 13 but under 18 years of age ask their parents for permission before using the Site or sending any information about themselves to anyone over the Internet.

## Who are we?

“LearnerVerified” as used in this Privacy Policy includes Yardstick Software Inc., the Site, RapidLMS, RapidLMS storefronts [rapidlms.com](http://rapidlms.com), [learnerverified.com](http://learnerverified.com) and [learnerverified.ca](http://learnerverified.ca), LV™ and/or LearnerVerified™ as the case may be.

For the purposes of this Privacy Policy, “we”, “us” and “our” means Yardstick Software Inc., the Site, RapidLMS, RapidLMS storefronts [rapidlms.com](http://rapidlms.com), [learnerverified.com](http://learnerverified.com) and [learnerverified.ca](http://learnerverified.ca), LV™ and/or LearnerVerified™ as the case may be, and “you” and “your” means a user, customer or prospective customer of LearnerVerified™.

## **Collection of Information**

LearnerVerified™ collects both “personal information” and “pseudonymized information” about Site users. For purposes of this Policy, “pseudonymized information” is information that LearnerVerified™ cannot directly associate with a specific person without the aid of additional information – an example of this is your financial information for transactions/purchases/orders. By contrast, “personal information,” is information such as a name or email address that LearnerVerified™ can directly associate with a specific person or entity without additional information. Your personal information includes, but is not limited to, your contact information, your government-issued photo id, biometric information, and/or web-cam-captured images of you and your surroundings.

You can visit the Site without submitting any personal information. However, if you use certain features on the Site, such as the “Log In” feature, you will be required to provide personal information. Such information could include, for example, your name, email address, telephone number, postal address, company, job title, and/or industry. Our online contact form also contains a “message” field through which you may submit additional personal information.

We may combine personal information collected through the Site with other information that we or third parties collect about you in other contexts—such as our communications with you via email or phone, or your customer service records. We will treat such combined information as personal information and protect it in accordance with this Policy.

**Web log data.** When you use the Site, we automatically receive and record certain information from your computer (or another device) and your browser. This may include such data as your IP address and domain name, the pages you visit on the Site, the date and time of your visit, the files that you download, the URLs from the websites you visit before and after navigating to the Site, your software and hardware attributes (including device IDs), your general geographic location (e.g., your city, state, or metropolitan region), and certain cookie information (see below). To obtain such information, we may use web logs or applications that recognize your computer and gather information about its online activity.

**Cookies.** We also use cookies on the Site. For further information please refer to the section entitled “Cookies and Non-Identifying Information” below.

**Third-party online tracking and behavioral advertising.** We also may partner with certain third parties to collect, analyze, and use some of the personal and pseudonymized information described in this section. For example, we may allow third parties to set cookies or use web beacons on the Site or in email communications from LearnerVerified™. This information may be used for a variety of purposes, including online behavioral advertising, as discussed below.

## **Cookies and Non-Identifying Information**

**What are cookies?** Cookies are small files that are stored on your computer by your web browser. A cookie allows the Site to recognize whether you have visited before and may store user preferences and other information.

**What kinds of cookies are used on the Site?** LearnerVerified™ uses both session cookies (which are automatically deleted from your computer when you close your browser session) and persistent cookies (which remain on your computer between sessions) in order to facilitate your ability to use the website efficiently and effectively. By using our website while your browser is set to accept cookies, we imply your consent to them.

If you are browsing or shopping online, we and/or third-party tools track your movement through our website and collect statistics about your navigation, such as page views and time spent on the website, using click stream data and tag software. This information about your visit to our website is then aggregated with the information about other individuals' visits. Using this non-identifying information, we strive to continually improve and enhance the online experience of all of our customers, to evaluate the

success of marketing campaigns and to report on aggregated site usage. In no case is click stream data or tag software used by us to collect or store personally identifiable information.

**How do you avoid cookies?** If you are concerned about having cookies on your computer, you can set your browser to refuse all cookies or to indicate when a cookie is being set, allowing you to decide whether to accept it. You can also delete cookies from your computer. However, if you choose to block or delete cookies, certain features of the Site may not operate correctly.

### **The Purposes of Collection, Use and Disclosure**

We collect, use and disclose your personal information only for identified purposes with your knowledge and consent. We collect, use and disclose your personal information reasonably and for reasonable purposes.

We collect your personal information when you make a purchase from us or online through our Site. We use the information that we collect for a variety of purposes. We collect and use your personal information in order to provide you with the products you purchase from us, to collect payment from you, to effect delivery of the products (if applicable) and in order to provide follow-up customer service.

If we have personal information about you, we may use it, for example: to respond to your questions or requests concerning the Site or other services offered by LearnerVerified™; to fulfill the terms of any agreement you have with us; to fulfill your requests for our services or otherwise complete a transaction that you initiate; to send you information about our services and other topics that are likely to be of interest to you, including newsletters, updates, or other communications; to deliver confirmations, account information, notifications, and similar operational communications; to improve your user experience and the quality of our products and services; and to comply with legal and/or regulatory requirements.

We use the pseudonymized information that we collect for such purposes as: counting and recognizing visitors to the Site; analyzing how visitors use the Site and various Site features; improving the Site and enhancing users' experiences with the Site; creating new products and services or improving our existing products and services; and enabling additional website analytics and research concerning the Site. We may link pseudonymized information gathered using cookies and web beacons with personal information. But in that event, we will treat the combined information as personal information.

If you opt in to receive marketing emails from us, we also may use the personal and pseudonymized information that we collect to inform you of products, services and promotions that we believe may be of interest to you; although we believe this service to be of benefit to our customers, we understand that you may not wish to receive such unsolicited information, in which case you may simply contact us (please see below) and advise us of same. If you have received such information via email you do not wish to continue receiving, you may submit an electronic request to be removed from our mailing lists.

We also use and disclose your personal information to our processing bank, including credit card and debit/account information as applicable, for the sole purposes of obtaining payment for the goods and/or services that we provide in accordance with your sales order. For greater clarity, credit card details are *only* used for the purposes of transacting an order at the time of purchase, and are not stored on our servers.

We collect, use and disclose as little of your personal information as we can while still ensuring that we can fulfill our identified purposes.

We never sell or trade your personal information to any person or organization outside of LearnerVerified.

We otherwise collect, use and disclose your personal information as permitted and/or required by law.

## Personal Information We Collect

When you log onto the Site, we will ask you for personal information which will include your name, email address and phone number. If you are scheduled to write an online exam on our platform or conduct online learning through our Site or a partner-site, we will collect additional personal information, including copies of your government-issued photo id and web-cam images of you as it relates to verifying your identity.

We share your personal information and pseudonymized information with other parties for a variety of purposes, as described below.

**Verification of Identity.** Please insert language that captures “what” information is shared/”how” information is shared if LearnerVerified™ will have to verify that it has verified a learner’s identity. (i.e. the person who is reviewing the web-cam images and the govt-issued photo id is “who” – a staff member of Yardstick?? A contracted party??

**Analytics and online behavioral advertising.** We partner with certain third parties to collect the pseudonymized information discussed above and to engage in analysis, auditing, research, and reporting. These third parties may use web logs or web beacons, and they may set and access cookies on your computer or other device. In particular, the Site uses Google Analytics to help collect and analyze certain information for the purposes discussed above. You may opt out of the use of cookies by Google Analytics here.

The Site also enables third-party tracking mechanisms to collect your pseudonymized information for use in online behavioral advertising. For example, third parties may use the fact that you visited the Site to target online ads for LearnerVerified™ services to you on non-LearnerVerified™ websites. In addition, our third-party advertising networks might use information about your use of the Site to help target non-LearnerVerified™ advertisements based on your online behavior in general.

The use of online tracking mechanisms by third parties is subject to those third parties’ own privacy policies, and not this Policy. If you prefer to prevent third parties from setting and accessing cookies on your computer, you may set your browser to block cookies.

**Third-party service providers and business partners.** LearnerVerified™ also uses other third-party service providers to help us manage and improve the Site and other LearnerVerified™ services. These service providers may collect and/or use your personal or pseudonymized information to assist us in achieving the purposes discussed above in the section entitled “How we use the personal and pseudonymized information that we collect.” For example, we use third parties to help us target and implement our email communications and direct mailings. We also use third-party platforms to help us manage our relationships with the people and companies that use our services.

We also may share your personal or pseudonymized information with other third parties when necessary to fulfill your requests for services; to complete a transaction that you initiate; or to meet the terms of any agreement that you have with us or our partners.

**Your direct sharing of personal information through third-party websites and services.** The Site may enable you to share directly personal information with websites or online services operated by third parties. For example, the Site contains links to third-party websites that incorporate comment and social media features. The Site also contains a Facebook “like” button and a Twitter “follow” button. If you choose to use these features, you may disclose your personal information not just to those third-party websites and services, but also to their users and the public more generally. Because these third-party websites and services are not operated by LearnerVerified™, LearnerVerified™ is not responsible for the content or practices of those websites or services. The collection, use, and disclosure of your personal and pseudonymized information will be subject to the privacy policies of the third party websites or services, and not this Policy.

**Third-party plugins.** The Site integrates certain third-party plug-ins (such as a Facebook “like” button). Even if you do not click on these plug-ins, they may collect information about you, such as your IP address and the pages that you view. They also may set and/or access a cookie. These plugins are governed by the privacy policy of the company providing them.

**Legal purposes.** We also may use or share your personal or pseudonymized information with third parties when we have reason to believe that doing so is necessary:

- to comply with applicable law or a court order, subpoena, or other legal process;
- to investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our terms and conditions, or situations involving threats to our property or the property or physical safety of any person or third party;
- to establish, protect, or exercise our legal rights or defend against legal claims; or
- to facilitate the financing, securitization, insuring, sale, assignment, bankruptcy, or other disposal of all or part of our business or assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred personal information will be subject to this Policy, or to a new privacy policy if (i) you are given notice of that new privacy policy, and (ii) to the extent that policy is materially different from this Policy, you affirmatively opt-in to accept it. Personal information submitted or collected after a transfer, however, will be subject to any new privacy policy adopted by the successor

**Aggregated information.** From time to time, LearnerVerified™ may also share anonymized and aggregated information about Site users, such as by publishing a report on trends in the usage of the Site.

## **Consent**

We imply your consent to collect, use and disclose your personal information for the reasonable and necessary purposes set out above. If, at any time, we wish to collect, use and/or disclose your personal information for any other purpose, we will notify you of that purpose and seek your consent to do so.

Please also note that, in some limited circumstances, we are permitted by law to collect, use and/or disclose your personal information without your consent, with or without notice to you.

## **How do we protect your personal information?**

### **Transmission, Storage and Retention**

The security of your personal information is very important to us. If you are transmitting information to us electronically, all of your personal information is encrypted (or coded) through Secure Sockets Layer (SSL) protocol, and is only decoded when it reaches our servers.

## **Security**

We have policies and procedures in place to ensure that your personal information, both in electronic and paper format, is kept safe and secure, and we impress upon our employees the importance of maintaining the highest standards of ethics and confidentiality.

LearnerVerified™ uses state of the art physical, electronic, and procedural safeguards to protect your personal and pseudonymized information against loss or unauthorized access, use, modification, or deletion. However, no security program is foolproof, and thus we cannot guarantee the absolute security of your personal or other information.

## **Destruction**

Personal information you provide to us is purged from our systems and records after a reasonable period of time following expiration of any audit requirements and other obligations we might have to the course/exam provider and/or to public bodies.

## **How can you control your personal information?**

You may contact us at any time (please see below) if you wish to access, verify or correct your personal information in our possession, or if you wish to amend or withdraw your consent to our collection, use and disclosure of your personal information pursuant to this Privacy Policy or otherwise.

Please note that, if you choose not to provide personal information to us, or if you choose not to consent to our collection, use and disclosure of your personal information according to this Privacy Policy, our ability to serve you, both now and in the future, may be impeded. In that case, we will advise you of the repercussions necessarily flowing from your choice in order to empower you to make an informed decision.

## **What if we revise this Privacy Policy?**

We reserve the right to revise this Privacy Policy periodically without notice, and any such revisions will be posted on our website. You may also obtain a paper copy of this Privacy Policy by contacting us (please see below). We encourage you to consult this Privacy Policy regularly in order to remain informed of any changes that may impact you and affect our collection, use and disclosure of your personal information.

## **Where can you contact us?**

If, at any time, you have any queries about this Privacy Policy or any questions or concerns about your personal information that we hold, please contact us at:

LEARNERVERIFIED™ c/o YARDSTICK SOFTWARE INC.  
10177 – 104 St.  
Edmonton, AB Canada  
T5M 3S2  
Attention: Chief Privacy Officer  
Phone: 1-866-793-4820 (toll free)  
Email: [info@learnerverified.com](mailto:info@learnerverified.com)

Our Chief Privacy Officer, or an appropriate delegate, will review your communication and, if necessary, respond to you directly.