



Introduction

This Statement describes the practices of MOT Charter School, its divisions, subsidiaries, and affiliates (collectively, “MOT Charter,” “we,” or “us”), a United States-based educational institution, in connection with the MOT Charter website (the “Site”). MOT Charter collects, uses, and maintains (hereinafter “processes”) certain information relating to you, your computer, or your device and that enables your identification (“Personal Information”) through the Site. This Privacy Statement addresses the processing of information collected automatically through or from the Site and any information you voluntarily submit to MOT Charter through the Site. Any questions or comments about this Privacy Statement or the processing of data by MOT Charter can be directed to ned.southworth@mot.k12.de.us or 302-376-5125.

Acceptance of Terms

When you access the Site, you acknowledge that you have read and agree to abide by the terms described below. If you do not agree to the terms discussed here, you should exit the Site now.

Collection of Personal Information From Users

When you interact with us through the Site, we may collect information from you as described below.

a. Information You Submit Voluntarily

Some elements of the Site may ask you to submit Personal Information in order for you to benefit from the specified features or participate in a certain activity, such as an application for admission. For example, if you register for an event through the Site or complete a form on the Site, we may request Personal Information such as your name and contact information.

b. Passive Information Collection, Use, and Choices

As you navigate the Site, certain Personal Information may be passively collected, meaning it is gathered without your actively providing it. Information collected in this way includes IP addresses as well as browser, device, and operating system identifiers. The Site may also use “cookies” to help make sure the Site is meeting the needs of its users and to help us make improvements. Cookies are bits of text that are placed in your device or computer’s memory when you visit certain websites. We may use cookies to tell us, for example, whether you have visited our Site before or if you are a new visitor. We use third-party cookies set by our service provider, Google Analytics, to collect information about how visitors use the Site, including how long you spend on each page, and how you got to the Site. Changing your internet browser settings can prevent the use of cookies. Each browser has a different procedure for disabling the use of cookies, and the Help function within your browser should tell you how. The information generated by cookies about the use of the Websites is transmitted to a Google server and Google will use this information to evaluate your use of the Websites. You can visit <https://policies.google.com/technologies/partner-sites> to learn more about Google Analytics’ use of cookies.

Consent and FERPA

Where consent for the use and disclosure of Personal Information is required under applicable laws, including but not limited to the federal Family Educational Rights and Privacy Act (“FERPA”), we will seek consent from the appropriate person. In the case of a student’s Personal Information, we will seek the consent from the student and/or parent depending on the circumstances. MOT Charter students may have additional rights under FERPA. For more information about FERPA, please visit:

<https://motcharter.com/wp-content/uploads/2015/01/MOT-FERPA-Policy.pdf>

How We Use the Information We Collect

We use Personal Information submitted by you or otherwise collected through the Site and through other sources for the purposes described in this Privacy Statement and as otherwise described to you at the point of collection. Generally, we use the information you provide to us only for the reason for which it was provided. Specifically, we may use Personal Information from or about you:

- i. to send you important information regarding the education of you or your child, our relationship with you, or regarding the Site, changes to our terms, conditions, and policies, and other administrative information;
- ii. to ensure our compliance with federal, state, or local laws; and
- iii. for our operational purposes, such as data analysis, audits, recordkeeping, developing new programs, enhancing the Site, improving our services, identifying Site usage trends, and optimizing your experience on the Site.

Our Disclosure of Your Information

MOT Charter does not sell your Personal Information. We may share your Personal Information with third parties only as described in this Privacy Statement or as otherwise described at the point where we collect the information from you, including:

- i. to companies or individuals that we hire to provide services to us, such as application processing, contact management, website hosting services and payment processing;
- ii. to relevant governmental authorities to ensure compliance with applicable federal, state, or local laws; and
- iii. pursuant to legally enforceable demands for documents, including but not limited to government subpoenas.

Right to Change This Statement

MOT Charter reserves the right at any time to modify, alter, or update this Privacy Statement. Your use of the Site following any changes means that you agree to follow and be bound by the Statement as changed, subject to limitations under applicable law. Please review this Statement periodically, and especially before you provide any Personal Information to us. The Statement was last updated on March 29, 2019.