



WeVideo for Education Privacy Policy

Last Modified: August 5, 2018

Your privacy is very important to us. This Privacy Policy explains how WeVideo, Inc., (“we” or “WeVideo”) use, protect, and disclose the information we collect when you use the WeVideo for Education services (the “Services”) through our website www.wevideo.com (“Site”), applications on Devices (“Apps”), through APIs, and through third parties. A “Device” is any computer used to access the Services, including without limitation a desktop, laptop, smartphone, tablet, or other consumer electronic device. The “Account owner” is the owner of the WeVideo for Education account and has administrative privileges to manage the account.

We reserve the right to modify this Privacy Policy effective immediately following posting of the modified version on the Site. Your use of our Services following posting will constitute your acceptance of the modified version. IF YOU DO NOT ACCEPT THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.

Account Administration

The Account owner for the WeVideo for Education account has full administrative control over account settings including settings regarding sharing and privacy.

THE INFORMATION WE COLLECT AND STORE

WeVideo may collect and store the following information.

Information You Provide

Depending on how you use the Services, you may be required to provide certain personally identifiable information (“*Personal Information*”), which may include, but is not limited to:

- Name
- Email address
- Username for social media accounts you wish to connect to your account. Connecting to social media accounts is a feature that only the Account owner is authorized to enable.
- Your image and likeness if you include it in any media content that you upload or include in videos that you create with our Services (these type of files are referred to as your “*User Content*”)

The site offers publicly accessible community services such as blogs and forums. You should be aware that any information you provide in these areas might be read, collected, and used by others who access them.

Usage Data

In addition, when you use our Services, the following types of information may all be logged automatically ("*Usage Information*"):

- Your Device's Internet Protocol ("*IP*") address,
- Type of device you use,
- Operating system of your device,
- Browser type,
- Non-precise geographic location (e.g. zip code and city)
- Technical information about your device, system and App software, and peripherals
- date and time stamps associated with transactions and login sessions
- system configuration information, and
- metadata concerning your User Content, and other interactions with our Services.

Cookies and Web beacons

WeVideo also uses "cookies" to collect information and improve our Services and your experience. A cookie is a small data file that we transfer to your Device. We may use "persistent cookies" to save your registration ID and login password for future logins to our Services. We may use "session ID cookies" to better understand how you interact with our Services and to improve your experience. You can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all aspects of our Services. We also use Web beacons, also called web bugs to collect information and improve our Services. A Web beacon is typically a transparent graphic image (usually 1 pixel x 1 pixel) that is placed on a site or in an email.

We do not use cookies or Web beacons to collect Personal Information nor do we collect precise geographic location. However, some Devices automatically log location information in photos and videos recorded by that Device. If you upload any User Content from a Device that does so, you agree that we may use this information to optimize your experience. If you do not wish to share User Content embedded with your geo-location information with us, please do not upload them. If you don't want to store location data in your User Content, please consult the documentation for your Device to turn off that feature.

Analytics

WeVideo also collects some information using Google Analytics, Indicative, and cookies, as well as other logging information such as IP address, which can sometimes be correlated with Personal Information. We use this information for the above purposes and to monitor and analyze use of our Services, for the Service's technical administration and support, to increase our Service's functionality and user-friendliness, and to verify users have the authorization

needed for our Services to process their requests. As of the date this policy went into effect, we use Google Analytics and Hubspot. [The Privacy Policy of Google Analytics](#) are available online, [and information on how to opt out of that service](#). The [Privacy Policy of Indicative](#) is available online.

HOW WE USE YOUR INFORMATION

We use your information:

- to provide and improve our Services,
- to administer your use of our Services,
- to personalize and improve your experience, and
- to provide or offer software updates and product announcements. Users have the ability to opt-out of all marketing communication emails.
- to enhance current and develop new products and services

If you submit Personal Information, we will only use it for the purpose you have requested or for which it is collected or for any purpose you subsequently authorize.

WeVideo does not access your contact information or address book within your mobile device. Nor does WeVideo have any access to any of the personal information or credit card information that you have provided to Apple or Google to register for their services.

Education subscription: WeVideo will not use or disclose Student's Personal Information for behavioral targeting or advertisements to students.

SPECIAL CONSIDERATION FOR PAYMENT INFORMATION

The Account owner of the WeVideo for Education account is the only person who has authority to make purchases. If you provide credit card or debit card information to complete a purchase, it is our policy to use third-party payment processing systems that comply with the Payment Card Industry Data Security Standard (PCI-DSS), which is an industry wide security standard designed to protect the confidentiality and security of your credit card information, by encryption using secure socket layer technology (SSL) and storage with AES-256 encryption. Currently, we use Stripe, Inc. and PayPal, but we reserve the right to change this service provider at any time for any reason. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards. Your credit card information will also be subject to our payment processor's privacy policy in addition to ours. PLEASE READ THE PRIVACY POLICY ON THE WEBSITE OF ANY PAYMENT PROCESSOR THAT YOU ARE DIRECTED TO REGARDING THE USE, STORAGE AND PROTECTION OF YOUR CREDIT CARD INFORMATION BEFORE SUBMITTING ANY CREDIT CARD INFORMATION.

All information that you provide to us or our third party payment processor must be accurate, current and complete. In the event of a dispute, we may issue you with a provisional credit to your card until the dispute is resolved. If we issue a provisional credit and the dispute is resolved and the charges were correct, we shall recharge your debit or credit card to reverse

this provisional credit. You expressly consent to this reversal if you falsely or incorrectly dispute a charge. If you wish to dispute a charge by mail or telephone please contact us at support@wevideo.com. If we elect at any time to charge any convenience fee for making a payment via a debit card, credit card, or electronic check, these fees will be stated at the time of payment before you finalize your charge. In the event of an unauthorized charge using a debit card or electronic check, please consult your bank's rules regarding refunds and reversals. WeVideo complies with all legal requirements of your State's applicable laws regarding providing refunds for unauthorized charges. When you make a charge, we shall display a completed charge screen. This is your electronic receipt. You should print or save this electronic receipt for your records. YOU REPRESENT AND WARRANT THAT YOU HAVE THE LEGAL RIGHT TO USE ANY CREDIT CARDS, DEBIT CARDS OR OTHER PAYMENT MEANS USED TO INITIATE ANY TRANSACTION.

INFORMATION SHARING AND DISCLOSURE

Further, you agree that WeVideo may transfer the anonymous information we collect in the event of any corporate restructuring or any sale, assignment or transfer of substantially all of its rights in the Apps.

We may disclose information about you if we become subject to a subpoena or court order, or if we are otherwise legally required to disclose information. We may also use and disclose information about you to establish or exercise our legal rights, to enforce the Terms of Use, to assert and defend against legal claims, or if we believe such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities or potential threats to the physical safety or well-being of any person. If we are involved in a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction, but we will notify you (for example, via email and/or a prominent notice on our website) of any change in control or use of your Personal Information or User Content, or if either become subject to a different Privacy Policy. We will also notify you of choices you may have regarding the information.

We do not sell your personal information to third parties. Through certain features of our Services, you may also have the ability to make some of your information public. This includes the ability to make created videos public. Only the Account owner of the WeVideo for Education account has the ability to enable this feature. If a WeVideo for Education account enables external sharing of information, we have no control over this use of your personal information and, as such, cannot be responsible for it.

Service Providers, Business Partners and Others. WeVideo may use certain trusted third party companies and individuals to help us provide, analyze, and improve our Services (including but not limited to data storage, maintenance services, database management, web analytics, email communication, payment processing, and improvement of the Service's features). These third parties may have access to your information only for purposes of performing these tasks on our behalf and under obligations similar to those in this Privacy Policy. As of the date this policy went into effect, we use:

- Amazon's S3 storage service to store some of your information (for example, your User Content)

- HubSpot’s marketing platform to perform personalized email communication
- Stripe and PayPal’s subscription platform to handle subscription management, billing and payment transactions
- Google Analytics to collect and report usage data

WeVideo may disclose your non-private, aggregated, or otherwise non-personal information, such as usage statistics of our Services. However, in such cases, your usage data is aggregated with the usage data of others and does not identify you individually.

CHANGING OR DELETING YOUR INFORMATION

If you are a registered user, you may review, update, correct or delete the Personal Information provided in your registration or account profile by changing your “account settings.” If your Personal Information changes, or if you cancel your use of our Services, you may update or delete it by making the change on your account settings.

The Account owner for the WeVideo for Education account has full control over the information collected. They can delete all student-created content from the account and also from the WeVideo servers.

SECURITY

WeVideo takes reasonable steps to help protect Information against loss, misuse, unauthorized access or disclosure. WeVideo expressly disclaims any representation or warranty, whether express or implied, with respect to offering any definitive promise of security in connection with The anonymous information we collect.

OUR POLICY TOWARD CHILDREN

WeVideo is committed to protecting the privacy of students and proud to say that our product is fully compliant with the FERPA and COPPA rules and guidelines. In accordance with the Children’s Online Privacy Protection Act (COPPA) of 1998, the Services are not intended for use if you are under 13 years of age, unless a parent consent has been provided or the child is using the application as a guest. As a Guest User, the application can be used without providing any Personal Information. Guest User mode is only available in some of the applications and is designed to allow usage of the application without disclosing any Personal Information.

WeVideo employs the following methods to verify parent consent:

-At registration, children under the age of 13 are required to provide their first name and a parent’s valid email address. Parents are sent an email notification stating that their child has requested to create an account. If consent is denied, an account will not be created. If consent is granted, the child will be able to create an account. Parents will receive email notifications detailing any changes to our privacy policy. Parents at any time can review, cancel the account and/or have any personal information by emailing support@wevideo.com.

Teacher created accounts:

WeVideo accounts created in a school environment will operate in the same manner described above and follow the same FERPA & COPPA rules and guidelines in addition to all student

privacy guidelines set by the institution. Educational Agencies as account owners will be responsible for managing and monitoring all WeVideo for Schools accounts they purchase.

WARNING: any personal information (e.g., name, email address, personal photographs) that you voluntarily disclose in any video may be collected and used by parties other than us and may result in unsolicited messages from other parties. If you believe that any child under the age of 13 has posted any personal information anywhere on our website, please contact us immediately at support@wevideo.com and provide as much information as you can to help us locate and delete the personal information. If you post personal information in any video, we have no control over this use of your personal information and, as such, cannot be responsible for it. We reserve the right, but not the obligation, to: (a) delete any personal information we discover or which is brought to our attention, at any time, for any reason whatsoever; (b) immediately terminate your account and/or (c) contact your parents regarding the video.

YOUR CONSENT

If you reside outside the U.S., the anonymous information we collect will be transferred to the U.S. and processed and stored there under U.S. privacy standards. By using the Services and providing Information to WeVideo, you consent to the use, transfer and processing of the anonymous information we collect as set forth in this Privacy Policy, all of which activities will take place in the U.S.

CONTACTING US

If you have any questions about this Privacy Policy, please contact us at support@wevideo.com.