

# Cookie Policy

*Effective: January 11, 2023*

This website (“Site”), like most other websites, uses cookies to provide you with a customized, pleasant online experience. This Cookie Policy explains what cookies are, how Seesaw uses them, the types of cookies we use, and how to manage your cookie settings.

*This Site advertises Seesaw products to school decision-makers like teachers and administrators and is not intended for minors. Seesaw highly values your privacy and security and takes steps to prevent the collection of data from minors who access this Site. You can access Seesaw at [app.seesaw.me](https://app.seesaw.me) or via the Seesaw Learning app on your device.*

## 1. WHAT ARE COOKIES?

Cookies are small text files that are stored on your device when the Site is loaded on your browser. These cookies help us make the Site function properly, make it more secure, provide better user experience, and understand how the Site performs and to analyze what works and where it needs improvement.

## 2. HOW DOES SEESAW USE COOKIES?

Our Site uses cookies in accordance with our [Privacy Policy](#) to:

- ensure that our Site functions properly,
- understand how visitors use and engage with our Site,
- Promote Seesaw to relevant teachers and schools, and
- analyze and improve our Site.

## 3. WHO SETS COOKIES WHEN I USE SEESAW’S SITE?

There are two main types of cookies that can be set:

**First party cookies:** these cookies are placed and read by Seesaw directly when you access our Site;

**Third party cookies:** these cookies are not set by Seesaw, but by other companies, like Google or Facebook, for site analytics purposes. See further details below on how to manage these cookies.

## 4. WHAT TYPES OF COOKIES DOES SEESAW USE?

Below is a description of the commonly used cookie types and the purposes that apply to them. For third-party cookies, you can learn more about cookies by visiting those websites directly.

### NECESSARY COOKIES

Some cookies are essential to the operation of our Site and make it usable and secure by enabling basic functions like page navigation and access to secure areas of the Site. We use those cookies in a number of different ways, including providing secure log-in or adjusting your consent preferences.

### FUNCTIONAL COOKIES

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

### ANALYTICS COOKIES

Analytics cookies help us understand how visitors interact with our Site. We use those cookies in a number of different ways, including:

**Site Features and Services.** To remember how you prefer to use our Site so that you don't have to reconfigure your settings each time you log into your account.

**To Analyze and Improve Our Services.** To make our Site and Services work better for You. Cookies help us understand how people reach our Site. They give us insights into improvements or enhancements we need to make to our Site and Services.

**Pixel tags** (also known as web beacons and clear GIFs). May be used in connection with some web pages to, among other things, track the actions of Users (such as users who complete a request for a sales quote), measure the success of our marketing campaigns and compile statistics about usage of the Site and response rates.

**Third Party Analytics.** Through Google Analytics in order to collect and analyze information about the use of the Services and report on activities and trends. This service may also collect information regarding the use of other sites, apps and online resources. You can learn about Google's practices on the [Google website](#). See further details below on how to manage these cookies.

## ADVERTISING COOKIES

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

We and our service providers will use cookies and similar technologies on our Site to direct Seesaw ads to you through targeted advertisements for the Services on other sites you visit and to measure your engagement with those ads.

## 5. CAN I OPT-OUT?

Yes. You can opt out of cookies by clearing your cache (see instructions below), reloading web.seesaw.me, and setting your preferences using the cookie banner at the bottom of the website. Note that you can opt out of all cookies with the exception of those cookies that are necessary to provide the website. For third-party cookies, you can learn more about cookies by visiting those sites directly. Your web browser may allow you to manage your cookie preferences, including to delete and disable Seesaw cookies. You can take a look at the help section of your web browser or follow the links below to understand your options. If you choose to disable cookies, some features of our website may not operate as intended.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

**Chrome:** <https://support.google.com/accounts/answer/32050>

**Safari:** <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

**Firefox:**

<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

**Internet Explorer:**

<https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using any other web browser, please visit your browser's official support documents.