



## **Welcome to LA Reading!**

This Privacy Policy, as amended from time to time (the “Policy”), governs the collection and use of your personal information by English Language Acquisition LLC, doing business as “Language Acquisition Reading” (“LAR”). By using the LAR Website you consent to the collection, use and disclosure of your personal information in accordance with this Policy. This policy is governed by the laws of the State of Oregon irrespective of your location. If you have questions related to our Policy, please contact the Privacy Manager, at the address listed: P.O. Box 2197, Beaverton, Oregon 97075-2197, USA, email: [admin@thelanguageacademy.org](mailto:admin@thelanguageacademy.org), and +1 (971) 371-8128.

## **Users**

This Website is intended for adults. If you are between the ages of 13 and 18, please ask your parent or legal guardian for permission before you enter LAR’s Website.

LAR does not knowingly collect personal information from children under the age of 13. If you are under the age of 13, you cannot use this Website. Please do not send LAR any personal information including your email, name, and/or contact information. If you want to contact LAR, you may only do so through your parent or legal guardian.

## **Type of Information Collected**

When you visit this Website, we may collect certain non-personal information from your visit such as what which pages you may be viewing. This type of information does not identify you personally. When you register with LAR, we may also collect the personal information that you submit such as your name, address, email address, credit card numbers, and country of origin (Registration Information).

We may also collect non-Registration Information from our users, including the number of downloads on the Website, type of images you may be viewing, or keywords being searched. LAR uses an outside third party credit card processing company to bill



you for your subscription and purchases, which may in some instances include the storage of your personal information by the third party, such as your credit card number. Additionally, LAR may track copyright infringement claims through its membership management module. Information related to copyright infringement claims may be stored by LAR.

## **Cookies**

We may use cookies to manage a user’s session and to enable registered users to utilize the “remember me” function. Cookies may be used irrespective of whether you register with us or not. “Cookies” are small text files transferred by the web server to your hard drive and thereafter stored on your computer. The type of information a cookie collects includes the date and time you visited, your browsing history, your preferences, and your username. For example, when you have an account at our Website, you may search and review images through our Picture Dictionary service.

In some instances, our third party service providers may use cookies on our Website. We cannot control or access cookies used by third party service providers. This Policy covers only cookies used by LAR and not any cookies used by third parties. You have the ability to either accept or decline the use of cookies on your computer. Typically, you can configure your browser to not to accept cookies, however, declining the use of cookies may limit your access to certain features of the LAR Website. For example: you may have difficulty logging in or using certain interactive features of our Website.

## **Third Parties**

LAR uses third party service providers such as PayPal and Stripe to process subscription fees and purchases made on our Website. In addition, our Website may occasionally contain links to other sites. If you click on these links, you leave the LAR Website and we are not responsible for the content or the security of your personal information when using the other site. These sites may have their own privacy policies



governing the storage and retention of your personal information. They may collect information such as your name, mailing address, IP address, browser specifications, and credit card number. This Policy does not govern personal information provided to, stored on, or used by third party sites. We recommend that when you enter a third party site, you review the third party's privacy policy as it relates to safeguarding your personal information.

## **How Your Information is Used**

LAR may use your personal information to:

- Verify a user's identity for security purposes
- Create and manage your membership account
- Process your transactions
- Provide customer services
- Display services or offers that may be of interest to you
- Monitor our users' downloads, changes in profiles
- To communicate with you about your transactions, new products or services
- To run our interactive features such as the Blog or a Forum

We may also convert your information into anonymous data in order to help us monitor traffic on our Website. For example, we may also use the personal information disclosed to us to assist you with technical difficulties you may experience while using our Website. We may share your personal information and the demographic information we have collected with our third parties service providers.

## **Protecting Your Personal Information**

As a valued customer, we recognize that protecting your privacy is important to you. For this reason, LAR is committed to protecting your personal information in several ways. Our servers are only accessible to a select number of authorized personnel. Your Registration Information is protected by a unique customer password and user ID. Your password is encrypted. You should not disclose your password information to anyone and you should always remember to log off if using a shared computer. We also



use secure socket layer technology (SSL) for specific types of information, such as your login and payment information. Lastly, we do not see your password on our admin user interface. We may retain your personal information for as long as is required to fulfill our business objective.

Additionally, the personal information collected by LAR may be stored and processed in a country other than your home country. By providing us with your personal information and using the LAR Website, you are consenting to any such transfer of information outside of your home country.

We have taken certain security protections in safeguarding your personal information. However, as with most electronic transactions, no method is 100% safe. While we strive to use a commercially acceptable means to protect your personal information, we cannot guarantee its security. Therefore, LAR assumes to liability regarding the theft, loss, alteration or misuse of personal or other information, including without limitation such information that we have provided to third parties, or with regards to the failure of a third party to abide by the privacy policy or agreement between LAR and a third party.

As a registered user of LAR, you may participate in LAR’s Blog or Forum, if applicable. Information posted to LAR’s Blog is only available for viewing by other members registered in the same LAR zone. Blog postings are visible to any guest of our Website. We strongly discourage posting any information that you do not want other to see on these features. In addition to whatever comments you post to the Blog or Forum, we will post the alias you select when completing our comment form. Messages posted to the Blog or Forum may be retained so long as the LAR Website is operational. Notwithstanding the above, LAR is not obligated to operate a Blog or Forum.

## **Your Choice**

You may review and change the information you provide to us by going to the “My Account” section of the Website. You may opt out of receiving our newsletters when you register with LAR. By opting out, you will no longer receive certain special



offers or promotions. We may continue to send you any legally required notifications and certain notifications, including but not limited to service related notices or notices regarding a change to any of LAR’s policies (“Required Notices”). For example, we may send you a notice regarding server problems or scheduled Website maintenance. In order to opt-out of receiving Required Notices, you may need to deactivate your account.

## **Disclosures**

On rare occasions, LAR may be required to disclose your personal information due to legal or regulatory requirements. In such instances, we reserve the right to disclose your personal information as required in order to comply with LAR’s legal obligations, including, but not limited to, complying with court orders, warrants, subpoenas, service of process requirements, or discovery requests.

## **Notification of Changes**

We reserve the right to change this Policy from time to time, and at our sole discretion. You should make note of the “last updated date” at the top of this Policy. With this information, you should be able to identify if the Policy has been updated recently.

Please note that if you have limited your account preferences, we will not change your preferences without your consent. If substantially all of LAR’s assets are sold or merged with another company, LAR will notify you of the transaction. The acquiring company will be given access to your personal information without your consent. If LAR sells only a part of its business, the acquiring entity will have access to your personal information without your consent and LAR may send you a notice regarding this sale.

## **Disputes**

Any disputes regarding your privacy are subject to this Privacy Policy and LAR’s Terms and Conditions of Use, including but not limited to any provisions related to indemnification, limitations or damages, and choice of law.