



<https://bootuppd.org/privacy-policy/>

# PRIVACY POLICY

Last updated January 30, 2026

## Our Privacy Commitment

At BootUp PD (“BootUp,” “we,” “our,” or “us”), protecting the privacy and security of students, educators, schools, districts, and website visitors is fundamental to our mission of expanding equitable access to computer science and artificial intelligence education.

We design our curriculum, professional learning experiences, and digital services with a focus on safety, transparency, responsible data practices, and respect for the communities we serve. BootUp seeks to collect only the information reasonably necessary to operate and improve our services, support educators, maintain platform functionality, communicate with users, and fulfill legal or contractual obligations. BootUp does not sell or rent personal information to third parties for commercial purposes.

Our privacy practices are designed to align with applicable federal and state student data privacy laws, including the Family Educational Rights and Privacy Act (“FERPA”) and the Children’s Online Privacy Protection Act (“COPPA”), where applicable.

## Commitment to Equity and Trust

BootUp believes that safe, inclusive, and empowering learning environments require responsible stewardship of personal information. Our privacy practices support our broader mission of removing barriers to high-quality computer science and AI education and building trust with educators, schools, families, and communities.

## Use of Third-Party Resources

Portions of the BootUp curriculum may incorporate or reference third-party educational tools and platforms, including but not limited to Scratch and ScratchJr, developed by the MIT Media Lab.

These third-party platforms operate independently from BootUp and are governed by their own terms of use, privacy policies, and data practices. BootUp does not own, manage, or control the operations or privacy practices of third-party services and is not responsible for the content, policies, security, or practices of external platforms.

Schools, districts, educators, parents, and guardians are responsible for reviewing and determining whether third-party tools are appropriate for their local policies, legal obligations, and educational needs.

For more information regarding Scratch privacy practices, please review:

[Scratch Privacy Policy](#).

## **FERPA and COPPA Practices**

### **FERPA**

BootUp designs its services and educator supports to assist schools and districts in maintaining compliance with FERPA requirements related to student education records. Schools and districts remain responsible for ensuring their own compliance obligations under applicable law.

### **COPPA**

BootUp's website and educator services are intended primarily for use by educators, schools, districts, and adults authorized to access educational resources.

Where student participation may occur through classroom implementation or educator-directed activities, BootUp seeks to support COPPA-aligned practices, including limiting the collection of personal information from children where appropriate and relying on school-authorized educational use when permitted by law.

Parents, guardians, schools, and districts are responsible for supervising student use of third-party tools and determining whether appropriate permissions or consents have been obtained.

## **Information We Collect**

We may collect information voluntarily submitted through forms, registrations, communications, surveys, event participation, donations, professional learning enrollment, or support requests. Depending on your interaction with our services, this information may include:

- Name
- Email address

- Organization or school name
- Mailing address
- Phone number
- Professional role or title
- Account login information
- Payment or transaction-related information processed through authorized third-party providers

You are responsible for ensuring that information submitted to BootUp is accurate and current.

## **Information Automatically Collected**

When you access our website or services, certain technical information may be collected automatically to support website functionality, analytics, security, and performance improvements. This may include:

- IP address
- Browser type
- Device characteristics
- Operating system
- General geographic region
- Referral URLs
- Usage activity within the website

This information generally does not directly identify an individual user.

## **Cookies and Analytics**

BootUp may use cookies, analytics tools, and similar technologies to improve website functionality, understand general site usage patterns, maintain security, and enhance user experience. Users may modify browser settings to manage or disable cookies; however, some portions of the website may not function properly without them.

## **How We Use Information**

BootUp may use collected information to:

- Provide and improve services
- Support educator access to curriculum and professional learning
- Respond to inquiries and support requests
- Process registrations, transactions, or donations
- Maintain website security and operational integrity
- Conduct internal analytics and reporting
- Communicate organizational updates, resources, or opportunities

- Comply with legal obligations

BootUp does not use student personal information for behavioral advertising or commercial profiling purposes.

## **Information Sharing**

BootUp may share information:

- With service providers performing functions on our behalf
- When required by law or legal process
- To protect the safety, rights, or security of users or the organization
- In connection with organizational restructuring, mergers, or asset transfers where legally permitted

BootUp does not sell student personal information.

## **Data Security**

BootUp maintains reasonable administrative, technical, and organizational safeguards designed to protect information against unauthorized access, disclosure, alteration, or destruction. However, no internet transmission or electronic storage system can be guaranteed to be completely secure. Users provide information at their own discretion and risk.

## **Data Retention**

BootUp retains personal information only for as long as reasonably necessary to fulfill operational, educational, legal, financial, or contractual purposes, unless a longer retention period is required by law. Information may be deleted, anonymized, or securely archived when no longer needed.

## **Children's Privacy**

BootUp does not knowingly market directly to children or intentionally collect personal information from children except in limited educational contexts authorized by schools, districts, educators, or parents as permitted by applicable law. If we become aware that personal information has been collected in a manner inconsistent with applicable law, we will take reasonable steps to delete or remediate the information as appropriate.

## **Your Privacy Rights**

Depending on your jurisdiction, you may have certain rights regarding access to, correction of, or deletion of your personal information. To submit a request or privacy inquiry, please contact: [info@bootuppd.org](mailto:info@bootuppd.org).

## **Policy Updates**

BootUp may update this Privacy Policy periodically to reflect operational, legal, or technological changes. Updated versions become effective upon posting to the website. Continued use of the Services after updates constitutes acknowledgment of the revised policy.

## **Future Add-Ons: Use of Artificial Intelligence (AI) Tools**

BootUp may provide an AI-powered assistant within its platform to support educators in navigating curriculum, planning instruction, and enhancing teaching practices. This tool will be designed to align with BootUp's commitment to equity, safety, and responsible use of technology.

- **Purpose-Limited Use:** The AI assistant will be used solely to support educational experiences and educator workflows within the BootUp platform.
- **No Student Profiling:** The AI assistant will not be used to profile, track, or make decisions about individual students.
- **Data Minimization:** Any data used by the AI assistant will be limited to what is necessary to provide relevant and helpful support.
- **Human Oversight:** AI-generated content is intended to support, not replace, educator judgment and professional decision-making.
- **Privacy by Design:** The system will be developed with strong safeguards to protect user data and prevent unauthorized access or misuse.
- **Bounded Knowledge Sources:** The AI assistant will be designed to rely on trusted, vetted sources aligned with BootUp curriculum and research-based practices.

BootUp will update its Privacy Policy and Terms of Use upon full deployment of AI features to ensure transparency and compliance with all applicable laws and standards.

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