



Privacy Policy

Effective as of September 26th, 2022.

LH Connected (“LH Connected” or the “Company”) is committed to protecting the privacy of your information. This Privacy Policy describes LH Connected’s information practices.

LH Connected provides services related to the tallying of student running distance and timed distance runs that are collectively referred to as the “Service.”

LH Connected collects information from organizations or individuals (referred to as “Visitors”) who visit the Company’s website and individuals (“Registered Users”) who register and pay to use the SERVICE, and a group of individuals who use a sub-set of the SERVICE (referred to as “Student Users”). The amount and types of information accessible to each user type are described in this policy.

If you have any questions about this Privacy Policy, please contact LH Connected at inquiry@lhconnected.com

Web Sites Covered

This Privacy Policy covers the information practices of the <http://www.stridetrack.com> website (referred to as “StrideTrack Web site”).

Web Applications Covered

This Privacy Policy covers the information practices of the <http://www.stridetrack.net/StrideTrack> web application (referred to as “StrideTrack Web Application”).

Mobile Applications Covered

This Privacy Policy covers the information practices of the Apple App Store® and Google Play Store® StrideTrack Mobile application (referred to as “StrideTrack Mobile Applications”).

User Classifications

As defined above, the STRIDETRACK WEB SITE, STRIDETRACK WEB APPLICATION, and STRIDETRACK MOBILE APPLICATIONS are accessed by 3 types of individuals:

- VISITORS
- REGISTERED USERS
- STUDENT USERS

Information Covered

This Privacy Policy covers the type of student information collected, stored, or displayed by the STRIDETRACK WEB APPLICATION or STRIDETRACK MOBILE APPLICATIONS (referred to as “Student Information”). STUDENT INFORMATION is limited to first name, last name, teacher name, grade level, student identification number and school name.

This Privacy Policy covers the type of REGISTERED USER information collected, stored, or displayed by the STRIDETRACK WEB APPLICATION (referred to as “Registered User Information”). REGISTERED USER INFORMATION is limited to first name, last name, and school name.

Information Collected

LH Connected collects information from VISITORS who visit the STRIDETRACK WEB SITE and from REGISTERED USERS who use the Stride Track Web Application.

LH Connected does not collect information from STUDENT USERS who use the STRIDETRACK WEB APPLICATION or the STRIDETRACK MOBILE APPLICATIONS.

LH Connected collects STUDENT INFORMATION from REGISTERED USERS who use the STRIDETRACK WEB APPLICATION.

Use of Information Collected

Web Site Navigational Information

The STRIDETRACK WEB SITE is a public web site that is accessible by a VISITOR using any internet connected device. LH Connected uses common information-gathering tools, such as Web beacons, to collect information as VISITORS navigate the Company’s Web site (“Web Site Navigational Information”). This section describes the types of Web Site Navigational Information the Company may collect and how the Company may use this information.

Web Beacons

LH Connected uses Web beacons to compile information about VISITORS’ usage of the STRIDETRACK WEB SITE and interaction with emails from the Company. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when individuals view a particular Web site tied to the Web beacon, and a description of a Web site tied to the Web beacon. For example, LH Connected may place Web beacons in marketing emails that notify the Company when you click on a link in the email that directs you to one of the Company’s Web sites. LH Connected uses Web beacons to operate and improve the Company’s web site and email communications. LH Connected may use information from Web beacons to provide you with information about the Company and the SERVICE.

IP Addresses

When individuals visit the STRIDETRACK WEB SITE, the LH Connected collects your Internet Protocol (“IP”) addresses to track and aggregate non-personally identifiable information. For example, LH Connected uses IP addresses to monitor the regions from which VISITORS navigate the LH Connected Web Site.

Use of Information Collected

LH Connected uses data about LH Connected VISITORS for communication purposes. For example, if a VISITOR fills out a “Contact Me” Web form, the Company will use the information provided to contact the VISITOR about their interest in the SERVICE.

LH Connected may also use data about VISITORS for its own marketing purposes. For example, LH Connected may use information about VISITORS to contact VISITORS to further discuss their interest in LH Connected, the SERVICE, and to send VISITOR information regarding the Company, such as information about promotions or events.

The STRIDETRACK WEB SITE does not collect or display STUDENT INFORMATION or REGISTERED USER INFORMATION.

Web Application Usage Information

The Web Application is only accessible by REGISTERED USERS and STUDENT USERS.

STUDENT USERS:

Information provided to STUDENT USERS from the Web Application represents a narrow subset of the information maintained in the STRIDETRACK WEB APPLICATION. STUDENT USERS only have visibility of information related to their Student User account id. This information includes information such as run distances and dates, awards, class totals, and school totals.

LH Connected does not gather navigational information about user navigation of the STRIDETRACK WEB APPLICATION. The STRIDETRACK WEB APPLICATION does not prompt STUDENT USERS for any information beyond their unique StrideTrack account id.

The Web Application does not:

- reveal personally identifiable information of the logged-in Student User
- prompt or collect any information from STUDENT USERS
- broker or forward STUDENT USERS to other sites, or integrate with other mobile applications
- present links, email addresses, or references to other sites, products, or individuals

REGISTERED USERS:

REGISTERED USERS access the Web Application by authenticating with a user id and password. REGISTERED USERS will have access to information related to the Service. REGISTERED USER accounts for the STRIDETRACK WEB APPLICATION are intended for faculty, teachers, and

administrators on a need-to-know basis. REGISTERED USERS have control of creating additional REGISTERED USER type accounts.

The Web Application does not:

- broker or forward REGISTERED USERS to other sites
- collect or store any information about REGISTERED USERS other than REGISTERED USER INFORMATION

Mobile Application Usage Information

The Mobile Application is only accessible by STUDENT USERS and is used to provide information specific to the unique runner identification code submitted.

LH Connected does not gather navigational information about user navigation of the Mobile Application. The Mobile Application does not prompt STUDENT USERS for any information beyond their unique StrideTrack account id.

The Mobile Application does not:

- reveal personally identifiable information about the logged-in Student User (e.g. only first name is displayed)
- prompt or collect any information from STUDENT USERS
- let others collect personal information from STUDENT USERS
- broker or forward STUDENT USERS to other sites, integrate with other mobile applications
- gather any information from the device such as location information
- present links, email addresses, or references to other sites, products, or individuals

Use and Safeguarding of STUDENT INFORMATION

As it relates to the STRIDETRACK WEB APPLICATION and STRIDETRACK MOBILE APPLICATIONS, LH Connected does not:

- engage in targeted advertising using any STUDENT INFORMATION collected
- create profiles of students using any STUDENT INFORMATION collected
- disclose any STUDENT INFORMATION to third parties

In order to protect STUDENT INFORMATION, the STRIDETRACK WEB APPLICATION and STRIDETRACK MOBILE APPLICATIONS implement security procedures to safeguard STUDENT INFORMATION during transmission and at rest.

STUDENT INFORMATION is deleted upon expiration of contract or as requested by customer.

Use and Safeguarding of REGISTERED USER INFORMATION

LH Connected will not review, share, distribute, or reference REGISTERED USER INFORMATION except as provided in the LH Connected Terms of Service. Individual records of REGISTERED USER INFORMATION may be viewed or accessed only for the purpose of resolving a problem, support issues, or suspected violation

of the LH Connected Terms of Service, or as may be required by law. Customers are responsible for maintaining the security and confidentiality of their Web Application usernames and passwords.

References to Applicable Privacy Legislation

The Children’s Online Privacy Protection Act (COPPA) imposes requirements on operators of online services involved with the collection of information from children under 13 years old. LH Connected and its StrideTrack products never collect information from minors.

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. Included within the FERPA is a definition of allowable information or directory information that schools or school districts may share with third parties. LH Connected and its StrideTrack products use minimal, if any, directory information to assist schools in tracking their runners. Directory information is not required to utilize StrideTrack products.

California’s Student Online Personal Information Protection Act (SOPIPA) applies to web sites, applications, and online services that aid in the administration of school activities and governs the control, safeguarding, and use of student personal information. SOPIPA prohibits the use of this information for use in targeted advertising by the service provider or third-parties and prohibits the creation of profiles about students. SOPIPA also mandates the protection of information from unauthorized access, destruction, use, modification, or disclosure. StrideTrack is subject to the purview of SOPIPA and is compliant with the information governance and security requirements outlined within SOPIPA.

Changes to this Privacy Policy

LH Connected reserves the right to change this Privacy Policy. LH Connected will identify the effective date of the privacy policy on the STRIDETRACK WEBSITE and within the privacy policy. REGISTERED USERS will be prompted to review this policy upon log-in after material changes have been made.

Contacting Us

Questions regarding this Privacy Policy or the information practices of the Company’s Web sites should be directed to inquiry@lhconnected.com.