

THE GREAT BODY SHOP

Come in and learn about your body!

FERPA and COPPA

TheGreatBodyShop.net (“www.TheGreatBodyShop.net”) is operated and presented by The Children’s Health Market, Inc., publishers of The Great Body Shop comprehensive Health Education curriculum. The Children’s Health Market is dedicated to safeguarding any personal information provided or collected via our website. In compliance with FERPA and COPPA, we have a clear and comprehensive Privacy Policy since we are utilized as an online resource by teachers, students and their families. The FERPA and COPPA acts are inclusive of all types of websites, apps, and other online offerings for students. This document is provided to explain the areas of the FERPA and COPPA acts that apply to TheGreatBodyShop.net and how The Children’s Health Market fully complies.

What is FERPA

The Family Educational Rights and Privacy Act (“FERPA”) is a federal law in the United States of America that guards the privacy of educational records for students from elementary school to college and university. FERPA, which applies to schools that have obtained funding from the Department of Education, serves a number of functions, including providing students with the right to review and request changes to their education and keep private student and teacher information that may be collected from a School District for the sole purpose of providing services to that institution or an affiliated one.

How does FERPA apply to TheGreatBodyShop.net website?

- FERPA applies to TheGreatBodyShop.net website because we collect Personally Identifiable Information to create secure login accounts. This data provided by School Districts includes first name, last names, and email address (optional for students).
- FERPA applies to TheGreatBodyShop.net website because we collect Student’s quiz scores through our website’s online test taking service.

How is TheGreatBodyShop.net FERPA compliant?

- The Children’s Health Market does not use Student/Teacher personal information for any purpose other than for the benefit of the School District. No personal identifiable Student/Teacher data is ever redisclosed without a request from the School District.
- The Children’s Health Market does not use Student/Teacher personal information or quiz scores for our own purposes. The Children’s Health Market does not disclose or sell any information to third parties.
- Under FERPA, student’s accounts and data may be kept indefinitely. Our policy for inactive School Districts is to “sunset” all student and teacher accounts at the start of each academic school year. This means the accounts are inactive but can be reactivated with a new order for the convenience of a returning School District. At the request of a School District, The Children’s Health Market will delete any or all Student, Teacher, and Quiz data permanently.
- Following FERPA’s School Official Exception, The Children’s Health Market is permitted to obtain consent for students from the School District on behalf of parents and legal guardians. Any School District that chooses to utilize TheGreatBodyShop.net website for their students is required (pursuant to FERPA) to obtain and keep on file waivers from parents and legal guardians.

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What is COPPA

The Children's Online Privacy Protection Act of 1998 ("COPPA"), is a law dealing with how websites, apps, and other online operators collect data and personal information about kids under the age of 13. Any online tools for students must have a "clear and comprehensive" privacy policy, must obtain parental consent before collecting information about students, and must not use kids' data for marketing-related purposes.

How does COPPA apply to TheGreatBodyShop.net website?

- COPPA applies to TheGreatBodyShop.net website because our database stores personal information (full names and email addresses) of children under the age of 13.
- COPPA applies to TheGreatBodyShop.net website because the secure customer area of our website displays personal information (full names) of children.
- COPPA applies to TheGreatBodyShop.net website because our website uses a persistent identifier (login name) to allow children to login and navigate the student secure area of TheGreatBodyShop.net website.

How is TheGreatBodyShop.net COPPA compliant?

- TheGreatBodyShop.net website does not publicly display information that would allow the child to be contacted directly. The student's personal information is only displayed in secure areas behind login screens, and is only visible to teachers and administrators at his/her school and to the student himself/herself. The login name is only used to allow the student to access their personal account and quizzes through our website.
- We do not directly collect personal information from students through our website. All information about students is provided to us by School Administrators via our website interface or through a securely uploaded datafile.
- Under COPPA, The Children's Health Market is permitted to obtain consent for students under the age of 13 from the School District on behalf of parents and legal guardians. Any School District that chooses to utilize TheGreatBodyShop.net website for students under the age of 13 is required (pursuant to COPPA) to obtain and keep on file waivers from parents and legal guardians which gives consent for their child use TheGreatBodyShop.net website.
- We do not use student's personal information for any purpose other than the benefit of the School District providing the information to us. We will not use student's information for our own commercial purposes or sell it to third parties.
- The only student activity our website tracks is the scores of the online quizzes a student takes through our website. A student's quiz and test scores are shared only with the student's teachers and school administrators.
- All employees of The Children's Health Market, Inc. that have access to School/Teacher/Student data have passed a federal background check.