

# **THE GREAT BODY SHOP**

Come in and learn about your body!

## **The Great Body Shop Privacy Policy**

This Privacy Policy describes the information practices of the TheGreatBodyShop.net website including how we collect, and use personal information. The Site is owned and operated by The Children's Health Market, Inc. (The Children's Health Market). The Children's Health Market reviews its policies annually or when a change is made to our website that affects this Privacy statement. This page should be reviewed periodically so that you are updated on any changes. If you would like to communicate with us about this Policy, please contact us at [privacy@TheGreatBodyShop.net](mailto:privacy@TheGreatBodyShop.net)

### ***PRIVACY PROTECTION***

The Internet provides a platform for us to reach our existing and potential customers in new and exciting ways with information about our program, digital enhancements to our curriculum, and other forms of interactions. We respect the privacy of all visitors to our site. We recognize the importance of protecting the privacy of personally identifiable information that school districts, staff, students and parents provide when using our site. No personal information is collected from visitors. The only personally identifiable information stored for customers with a subscription to our curriculum is first name, last name, e-mail address (optional for students). By providing this information for the creation of user accounts, the school district is giving consent to permit students under the age of 18 to use the TheGreatBodyShop.net website. No student is able to create their own account. Only districts, administrators or teachers can create student accounts directly through the website user interface or via a securely uploaded data file.

No parental information is collected. Districts are responsible for sharing this privacy statement along with the program Introductory Letter with families. It is the District's responsibility to obtain and keep on file parent waivers for all students they request an account for on the TheGreatBodyShop.net website.

A School District may request to have any or all student/staff data deleted at any time.

### ***PERSONALLY IDENTIFIABLE INFORMATION***

Any personally identifiable information is only used internally by The Great Body Shop website to provide administrators, staff, students, and parents with such items as digital teacher/student materials, online testing, assignments, order tracking, reports and more.

The Great Body Shop uses personally identifiable information only for the purpose for which it was submitted, unless we disclose other uses at the time of collection. The Children's Health Market does not share or sell any information to third parties. The Children's Health Market may share targeted utilization data with school districts considering our program but this data will never contain any personally identifiable information.

### ***IP ADDRESSES***

We may collect non-personal information from your IP address. This information is used only to provide an enhanced on-line experience for our visitors by optimizing our web pages for your computer (e.g.: the identity of your Internet browser (e.g., Safari, Google Chrome, Internet Explorer), the type of operating system you use (Mac or Windows), and the domain name of your Internet service provider).

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## **USE OF COOKIES**

The Great Body Shop Site currently does not use any Cookies.

## **CHILDREN'S ONLINE ACTIVITIES**

We take seriously our obligation to safeguard the confidentiality, security and integrity of personal information collected from our users. We have established and will maintain procedures that are designed for that purpose. The Children's Health Market encourages schools and parents to supervise children's activities online and to participate with the children whenever possible.

We do not allow any third party companies to solicit or advertise anywhere on the TheGreatBodyShop.net website.

## **DR. SMARTSTUFF AND ASK THE EXPERT LETTERS AND SUBMISSIONS**

Student letters to Dr. Smartstuff or The Great Body Shop Expert (for grades 5, 6 and Middle School) must be submitted by the classroom teacher. We do not accept letters from students directly. All letters receive a personal response to the student sent via the classroom teacher.

Letters to Dr. Smartstuff or the Expert may be reproduced in one of our upcoming Student Issues. Letters published will include the student's first name, city, and state. Any request not to publish a letter will be honored and should be clearly stated with the letter.

## **LINKS TO OTHER SITES**

The Children's Health Market chooses its links to additional websites for teachers carefully. However, The Children's Health Market is not responsible for the content or privacy practices of websites operated by third parties that are linked to or from our Site. These links are meant for our teachers' convenience only. Links to the third party websites do not constitute sponsorship, endorsement, or approval by The Children's Health Market of content, policies or practices of such sites and the information practices on those sites are not covered by The Children's Health Market Privacy Policy.

## **CONTACT US**

If you have any questions or comments about our Privacy Policy, please contact us:

**By email:**

Privacy@TheGreatBodyShop.net

**By telephone:**

800-782-7077

**By regular mail:**

Privacy Request

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