

Data Privacy Policy

(Last updated: March 24, 2026)

World Book, Inc. and its affiliates and subsidiaries (“**World Book**,” “**we**,” “**us**,” or “**our**”) respect your privacy. This Privacy Notice (“**Notice**”) describes the processing of personal information (defined below) that is provided, collected, or disclosed while providing our e-commerce website, Worldbook.com (“the “**Site**”), and our suite of products (the “**Services**”). It also describes rights you may have under applicable laws. Please read this Notice carefully to understand our policies and practices regarding your personal information and how we will treat it. To access this Notice in an alternative downloadable format, please [click here](#).

“**Personal Information**” means information that uniquely identifies, relates to, describes, or is reasonably capable of being associated with or linked to users of our Site and Services (“**you**”). Please note that we do not knowingly collect or solicit any personal information from children, as defined under applicable law, without verified written parental consent or consent appropriately obtained pursuant to applicable educational privacy laws (including the Family Educational Rights and Privacy Act), and we have no actual knowledge of selling personal information of minors.

1. OUR COLLECTION OF PERSONAL INFORMATION

How We Collect Personal Information

- *Directly From You* – We collect personal information that you provide to us directly, for example, if you choose to contact us, request information from us, sign up to receive updates, or otherwise utilize our Site or Services.
- *Through Online Tracking Technologies* – We use cookies and similar technologies to collect Personal Information automatically as you navigate our Site and Services. For additional information regarding our use of these technologies, see the *Cookies and Other Tracking Technologies* section below.
- *From Third Parties* – We may collect personal information from third parties, including but not limited to business partners, advertising networks, social networks, data analytics providers, mobile device providers, and Internet or mobile service providers.

Personal Information Collected from You

We collect personal information from you. The information we collect may include:

- **Account and profile information:** We collect personal information from you when you register and create a user account on the Site and Services. The personal information we collect during account registration may depend on your account type but could include username, email address, photograph, biography, company, title, and other contact information you provide.
- **Payment and billing information:** When you make payments, you will need to provide certain financial account information. We also collect payment information if you make a purchase or sign up for a subscription. Please note that we use third-party payment processors to process payments made to us. As such, we do not retain any credit card numbers. Rather, all such information is provided directly by you to our third-party processor. The payment processor's use of your personal information is governed by their privacy notice.
- **Contact and communications information:** We collect personal information when you sign up for our newsletter or mailing list or otherwise communicate with us, including by contacting us in person (for example, at conferences, workshops, seminars, and other events), via telephone calls, text message, facsimile, or email. We may also collect personal information through your communications with our customer-support team.

Personal Information Automatically Collected

General. As is true of many digital properties, we and our third-party partners may automatically collect certain information from or in connection with your device when visiting or interacting with our Site and Services, such as:

- **Device Data**, including internet protocol (IP) address, operating system, device type and version, browser type and version, browser id, the URL entered and the referring page/campaign, date/time of visit, other user

agent string data, the time spent on our Site and Services, and any errors that may occur during the visit to our Site or Services.

- **Analytics and Usage Data**, including the path taken to our Site or Services, through our Site or Services, and when exiting our Site or Services, usage, and activity on or in connection with our Site or Services, metrics on how many emails we send are opened and which attachments or links are opened, clicked, or viewed (such as via pixels, as described further below).
- **Location Data** (such as geographic location we or our third-party providers may collect, such as via Wi-Fi or IP address).
- **Advertising/Advertising Measurement Data**, including data associated with your view of, or click on, advertisements served on our Site, cookie IDs or other digital identifier (e.g., iOS IDFA, Google AAID) assigned to such device, and device metadata, analytics data, and location data described above, in each case, for purposes of serving advertising (personalized or otherwise) or facilitating advertising measurement/attribution to better optimize or otherwise understand the effectiveness of ad campaigns.

For more information on our and third-party partners' data collection and online advertising practices, please see the "**Our Third-Party Data Collection and Online Advertising Practices**" section of this Privacy Notice.

Note that we and our third-party partners may combine information that each of us collects automatically with other information about you, including information you choose to provide.

Cookies and Other Tracking Technologies. We and our third-party providers may use cookies that our Site and Services and other online services use to store information about users on the users' computers and other tracking technologies, such as web beacons, pixels, SDKs, scripts, location-identifying technologies, and logging technologies to automatically collect personal information. See the "**Information Preferences**" section below to learn more about how you may limit or disable cookies or certain other tracking technologies on your device.

We use or may use the data collected through tracking technologies to secure the Site and Services, to improve the Site and Services, to save you time, to provide better technical support, to market or advertise, and to track usage of

our Site and Services. For example, tracking technologies help us to: (a) remember information so that a user will not have to re-enter it during subsequent visits; (b) provide custom, personalized content and information; (c) identify you across multiple devices; (d) provide and monitor the effectiveness of our Site and Services; (e) monitor aggregate metrics such as total number of visitors, traffic, and usage on our Site and Services; (f) diagnose or fix technology problems; (g) help users efficiently access information after signing in; and (h) otherwise plan for and enhance our Site and Services.

We specifically use analytics services, like Google Analytics, to assist us with analyzing our Site and Service traffic and Site and Service usage to optimize, maintain, and secure our Site and Services and inform subsequent business decisions (including, *e.g.*, advertising).

To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google uses data from sites or apps that use our services.](#)" You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#). To opt-out of advertising by Google, customize your ad preferences, or limit Google's collection or use of your data, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow [Google's personalized ad opt-out instructions](#).

Personal Information from Third-Party Sources

We also obtain personal information from third parties, which we may combine with personal information we collect either automatically or directly from you.

We may receive personal information from the following third parties:

- **Your Employer, Company, Organization, or School:** When an individual interacts with our Site or Services as an employee, representative, mentor/coach, or teacher of their employer, company, organization, or school, we may receive their information from their employer or organization, or other employees or representatives at their employer or organization. If you are a student, we may receive your information from your school, teacher, mentor/coach, or organization.

- **Social Media:** When an individual interacts with our Site through various social media networks, such as when someone “Likes” us on Facebook or follows us or shares our content on Google, Facebook, Instagram, Pinterest, Twitter, or YouTube (for more information about how YouTube collects and uses your data, visit [Google’s Privacy Policy](#)), or other social networks, we may receive information about such individuals. Individuals should always review their privacy settings on third-party websites and social media networks and services before sharing information and/or linking or connecting them to other services.
- **Business Partners:** We may receive your information from our business partners, such as companies that offer their products or services on our Site or that co-sponsor an event with us.
- **Service Providers:** Our service providers that perform services solely on our behalf, such as technology providers, collect personal information and may share some or all of this information with us.
- **Single Sign On Services:** If you choose to link your account with us to a third-party account (such as your Google SSO, or a Federated Single Sign On Service using SAML, MS SAML, or other proprietary SSO standards), we may collect information from SIS, LMS, or other similar systems to facilitate account creation and log-on processes.
- **Other Sources:** We may also collect personal information about individuals from other sources, for example, publicly available sources, third-party data providers, or brand partnerships.

2. OUR USE OF PERSONAL INFORMATION

We may use personal information (other than student data, as discussed further in the “How We Process Student Data” section below) for various purposes depending on whether you use our Site and/or our Services, including:

- **To fulfill your requests and provide our Site and Services to you.** This includes:
 - Providing our Site and Services, including providing our products, features, and Services to schools and other organizations to use when providing educational services.
 - Coordinating access to your account.
 - Sending you service/transaction-related messages, such as changes to your account.

- Communicating about, and administering your participation in, events, conferences, programs, contests, surveys, polls, panels, questionnaires, and other offers or promotions.
- Processing or fulfilling orders and transactions.
- Processing payments.
- Providing customer service.
- Maintaining or servicing accounts.
- Verifying customer information.
- Creating and maintaining business records.
- **For marketing and advertising purposes.** We may send you communications about new features, updates, products, and special offers. For users of our Sites and Services, we may also use your information to serve you ads (including interest-based advertising) about our products or other products or services we (or our advertising partners, such as other third-party brands) think you might find interesting. We may also use individual and aggregate information about you to inform our marketing and advertising campaigns. For more information on your choices about marketing communications, see the **“Information Preferences”** and the **“Our Third-Party Data Collection and Online Advertising Practices”** sections of this Notice.
- **To communicate with you.** For example, we may communicate with you about your account activities, such as by providing you with transaction confirmations or alerting you when a subscription is up for renewal. We may send you our email newsletters or other periodic electronic communications and may also send you user surveys and promotional communications. We may communicate with you by email, postal mail, telephone, text message, or other means. For more information on how to adjust your communications preferences, see the **“Information Preferences”** section of this Notice.
- **To monitor, improve, and develop our products and Site and Services.** We may use your information to understand our visitors and customers and to tailor or optimize our Site and Services. For example, we may analyze statistics and trends to make our Site and Services better and to develop the Site or Services or new services or features.
- **To protect the security and integrity of our business, comply with legal requirements and obligations, or as otherwise permitted by law.** We may use information to protect World Book, our users, and our Site and Services. We may also use information in order to comply with

laws, regulations, court orders, or other legal obligations or to assist in an investigation, protect and defend our rights and property, or the rights or safety of third parties, enforce our Terms and Conditions, this Notice, or agreements with third parties, detect and prevent fraud or for crime-prevention purposes, or for any other reason permitted by law.

- **To participate in a corporate transaction.** We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets and may use information in connection with or as an asset in such a corporate business transaction. Personal information may also be used in the event of insolvency, bankruptcy, or receivership.
- **To generate usage reports.** We may use your information to generate usage reports for your library, school, district, administrators, and teachers.
- **For any other purposes with your consent, at your direction, or where notice is provided.** We may use your personal information for any other purposes with your consent, at your direction, or where notice is otherwise provided.

3. HOW WE PROCESS STUDENT DATA

This section further describes how we process student data collected through the Services.

Please note that third-party learning providers that libraries, schools, or educational organizations may engage with through the Services may have practices and policies that differ from those described herein. The student data processed by third-party services you integrate, such as web-based learning management systems, as well as any other personal information such provider collects from the library, school, or educational organization and students directly, will be governed by the provider's own privacy policy and the terms of any other agreement between the learning provider and the library, school, or educational organization. Please read the privacy policy of any third-party learning provider to understand their privacy practices.

Data We Collect From or About Students

In addition to the data collection practices otherwise specified in this Notice, where and as applicable, we also collect the following information in connection with students and library, schools, and educational organizations:

- **Information from Libraries, Schools, and Educational Organizations:** School representatives, teachers, and mentors/coaches may provide information about students. Once a library, school, or educational organization begins using the Services, we will collect content and information provided by the library, school, or educational organization through their use of the Services and we will keep records of activities related to the Services.
- **Student Data Usage and Content:** Students may create a “My Research” account including first name and a username/password and security question and answer they create. Student “My Research” accounts allow students to save collections of articles and media from World Book’s digital database products, and are purged within 90 days of the end of the Service. They can also create notes associated with these collections. We may also collect other information related to students’ use of the Services for the purposes of providing them access to and use of the Services consistently with the terms of our agreements with participating schools, libraries, and educational organizations.

How We Use Student Data

Please note that we do not process Student Data for any purpose other than to provide the Services, and in accordance with our contractual agreements with the participating schools, libraries, and educational organizations, our Terms and Conditions, and, where and as permitted by applicable law and our agreements with participating schools, libraries, and educational organizations, this Notice. World Book does not own or control Student Data, which belongs to the student, or, as applicable, the student’s parent, or the school or educational organization that contracts with World Book to provide the Services.

Advertising Limitations. World Book does not collect, use, disclose, or sell student data to (a) inform, influence, or enable targeted advertising; or (b) develop a profile of a student, family member/guardian, or group, for any

purpose other than providing the Services. We do not allow third-party advertising networks to collect information on our Services for targeted advertising purposes or to knowingly direct targeted advertising to individuals we know to be students.

How to Review and Delete Student Data: A school or other educational organization may review and delete a student’s “My Research Account,” if in compliance with any applicable law. If a student exits a district\organization, their data will remain in the system until that year's end of year process. Student information may be removed from the system at any time by appropriate district personnel. In all cases, all backup information will be removed with a 30-day rotation cycle.

If you have any questions about our practices with regard to student data, including with regards to requests to access any student data, limit a student’s access to the Services, or delete student data or the student’s profile, please contact us at customerservice@worldbook.com.

4. OUR DISCLOSURE OF PERSONAL INFORMATION

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose your Personal Information with your consent or in the following circumstances:

- *Employees and Other Personnel* – We may share personal information with our employees and personnel (such as contractors) who have a need to know the information for our business purposes.
- *Affiliates and Subsidiaries* – We may share personal information within our family of companies for their and our business and marketing purposes, including providing you with information about the Site and Services we think may be of interest to you.
- *Other Users, Schools, Libraries, or Organizations*- If you use the Services in connection with another user, a teacher, a mentor/coach, a school, a library, your employer, or an organization, they may have access to your

information. For example, if you are a teacher using our Services, authorized administrative users from your school and program may have access to teacher or student profiles, including if available, email address, phone number, and other personal information that you provide.

- *Service Providers* – We disclose your personal information with the service providers that we use to support our business, including but not limited to, data analytics providers, website hosting providers, and other technology providers.
- *Business Partners* – We may disclose personal information with trusted business partners. For example, we may disclose your personal information with a company whose products or services we think may be of interest to you or who we co-sponsor a promotion or service with.
- *Ad Tech Companies and Other Providers* – We may share or make available limited personal information (such as a mobile device identifiers) with ad tech companies and other online service providers. When we share your personal information in this context, we follow applicable legal requirements, which may require that we provide opt-out rights or other individual rights.
- *Legal Obligation or Safety Reasons* – We may disclose personal information to a third party when we have a good faith belief that such disclosure of personal information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of any agreement you have with us, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of World Book, its employees and clients, or the public against harm.
- *Merger or Change of Control* – We may disclose personal information to third parties as necessary if we are involved in a merger, acquisition, or any other transaction involving a change of control in our business, including but not limited to, a bankruptcy or similar proceeding. Where legally required, we will give you notice prior to such disclosure.

- *Other* – We may disclose personal information to third parties when explicitly requested by or consented to by you, or for the purposes for which you disclosed the personal information to us as indicated at the time and point of the disclosure (or as was obvious at the time and point of disclosure).

5. OUR THIRD-PARTY DATA COLLECTION AND ONLINE ADVERTISING PRACTICES

We may also allow or enable third parties to collect personal information to provide their interest-based advertising on behalf of our products and services, or their own. Interest-based advertising occurs when advertisements are shown to you based on information collected from your online interactions over time and across multiple websites, devices, or online services that you visit or use. Some companies may engage in cross-context behavioral advertising to predict your preferences and show you advertisements that are most likely to be of interest or relevant to you. We do not control these third parties' collection or use of your information for these purposes, or the opt-out options they may individually offer you via their terms, conditions, and privacy policies. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. Examples of the third-party service providers we engage to serve interest-based advertisements include:

- **Microsoft Clarity:** We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our Site through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Site usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).
- **Google:** We use Google Analytics to collect analytic data about your use of the Site and provide remarketing. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google uses data from sites or apps that use our services](#)." You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use,

but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage on Websites](#). Additionally, third parties, including Google (through, for example, our use of Google advertising features, such as Google Dynamic Remarketing), may place and read cookies on your browser, or use web beacons to collect information in connection with ad serving on or through the Site, including for the purposes of showing our ads on sites across the internet. Our partners will collect personal information for personalization of ads and may use first-party cookies or other first-party identifiers and third-party cookies and other third-party identifiers for personalized and non-personalized advertising and measurement. Ad serving may be based on users' visits to our Site or other websites on the Internet, and your activity may be tracked over time and across websites. For information about how Google collects, shares, and uses data, please visit: <https://policies.google.com/technologies/partner-sites>. You can opt out of Google's use of cookies or device identifiers by visiting the Google Ads Settings web page at: <https://www.google.com/ads/preferences/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>. You can opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page or control the use of device identifiers by using your device's settings.

- **Meta:** We use Meta pixels to track user activity on our Site and improve downstream offerings, including interest-based advertising for our services and those of our partners and service providers. We further use the Meta Pixel to analyze user activity on our Site for remarketing and behavioral targeting. The Meta Pixel is triggered when you perform certain activities on the Site, and aids us in displaying Facebook ads to Facebook users who have visited our Site, or Facebook users who share certain characteristics with visitors to our Site. Meta and other third parties may use cookies, web beacons, and other storage technologies to collect information from the Site and from other internet websites, and use that information for the purposes of targeting ads and providing measurement services. Meta may track your activity over time and across websites. For more information about the data Meta collects, please visit Meta's privacy policy at: <https://www.facebook.com/privacy/policy/>. For specific information about Meta Pixel, please

visit: <https://www.facebook.com/business/help/742478679120153?id=1205376682832142>. For more information about ad targeting and exercising your choice to opt out of the collection and use of information for ad targeting, please visit: <https://www.facebook.com/help/568137493302217>, or <https://optout.aboutads.info/?c=2&lang=EN>.

Selling or Sharing Personal Information – While we do not sell personal information in exchange for monetary consideration, we do share personal information for other benefits that could be deemed a “sale” or “sharing” under various data protection laws, because they are sometimes broadly defined to include activities such as the delivery of interest-based advertising on websites or allowing third parties to receive certain information, such as cookies, IP address, and/or browsing behavior. We similarly engage in interest-based advertising when we use data about your activities on our Site to serve you ads on websites owned or controlled by third parties. It is in this context that we have provided advertising networks, data analytics providers, social networks, and video sharing platforms with personal information such as your IP address, device information, Internet and other electronic network activity information, and geolocation information in the last twelve months.

Cookie Choices – To manage your preferences with respect to these technologies, you can:

- Customize your browser settings to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable certain cookies, please note that some parts of our Site or Services may not function properly. These settings may be lost and require reconfiguration if you delete your cookies.
- Block the collection and use of your information by online platforms and ad tech companies for the purpose of serving interest-based advertising by visiting the opt out pages of the self-regulatory programs of which those companies are members: [National Advertising Initiative](#) and [Digital Advertising Alliance](#) (or the [European Interactive Digital Advertising Alliance](#), if you are located in the European Economic Area). Please note that even if you opt out of interest-based advertising, you may still see “contextual” ads which are based on the context of what you are looking at on the websites and pages you visit.

- Review and execute any provider-specific instructions to customize your preferences or opt-out of certain processing, including interest-based advertising, by third-party service providers.

6. INFORMATION PREFERENCES

- **Modifying or Deleting your Account information:** If you have an account for a World Book Service, your account information can be updated by contacting us at customerservice@worldbook.com. Note we may not be able to modify or delete your information in all circumstances.
- **Control email communications:** You can opt-out of receiving promotional emails from us by clicking the “unsubscribe” link at the bottom of each email. Unfortunately, you cannot unsubscribe from Services-related messaging.
- **Communications:** We may use personal information we collect to communicate with individuals, including to market to you or offer you information and updates on products or services we think you may be interested in. You can unsubscribe from marketing calls or text messages at any time by replying STOP or clicking the unsubscribe link in one of our messages.

If you have any questions or requests about your account information, contact us directly at customerservice@worldbook.com.

7. HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We retain your information for as long as needed: (i) to conduct business with you; (ii) fulfill the purposes outlined in this Notice; and (iii) to comply with our legal obligations, resolve disputes, and enforce any agreements.

Criteria we will use to determine how long to retain your personal information include the nature and length of our business relationship with you; our legal rights, obligations, and retention requirements; and if we have an ongoing business purpose for retaining your personal information, such as communicating with you about ongoing or prospective Services you requested.

8. LINKS TO OTHER WEBSITES AND SERVICES

The Site and Services may contain links to and from third-party websites of our business partners, advertisers, social media sites, and other services. If you follow a link to any of these websites, please note that these websites have their own privacy policies and we do not accept any responsibility or liability for their policies or content. We strongly recommend that you read their privacy policies and terms and conditions of use to understand how they collect, use, and share information.

9. INTERNATIONAL USE AND CROSS-BORDER DATA TRANSFERS

If you are visiting our Site or Services from outside of the United States, please note that our Site and Services are hosted in the United States. Where permitted by applicable law, we may transfer the personal information we collect about you to the United States and other jurisdictions that may not be deemed to provide the same level of data protection as your home country, as necessary for the purposes set out in this Notice.

For individuals in the European Union, European Economic Area, Switzerland, and United Kingdom: World Book will only transfer personal information to third parties located outside of this region when it has ensured appropriate safeguards for such personal information through use of the standard contractual clauses or other lawful and approved methods. To request a copy of applicable cross-border data transfer agreements, please reach out using the information in the *Contact Us* section.

10. HOW WE PROTECT PERSONAL INFORMATION

We have implemented commercially reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Despite these efforts to store personal information in a secure environment, we cannot guarantee the security of personal information during its transmission or its storage on our systems.

11. EXERCISING YOUR PRIVACY RIGHTS

Depending on where you live, you may have the following rights with respect to your personal information under applicable data protection laws:

- *Access* – The right to request access to and obtain a copy of any personal information we may have about you.
- *Deletion* – The right to delete your personal information that we have collected or obtained, subject to certain exceptions.
- *Correction* – The right to request that we correct any inaccuracies in your personal information, subject to certain exceptions.
- *Opt Out of Certain Processing* – The right to: (a) opt out of the processing of your personal information for purposes of targeted advertising, (b) opt out of the sale or sharing of your personal information; (c) limit the use of your sensitive personal information (if applicable), and (c) opt out of profiling in furtherance of decisions that produce legal or similarly significant effects. We do not collect or process sensitive personal information outside of purposes permitted by law (such as section 7027(m) under the California Consumer Privacy Act Regulations), so we do not offer the option to limit its use. We also do not profile you or other individuals in a manner that would result in legal or similarly significant effects, so we do not offer an opt out.
- *Objection/Restriction of Processing* – The right to object or restrict us from processing your personal information in certain circumstances.
- *Withdraw Consent* – The right to withdraw your consent where we are relying on your consent to process your personal information.
- *Automated Decision-Making* – The right to know when you are subject to automated decision-making, the personal information used to render the decision, the principal factors and parameters involved in the decision, and human review or correction of the decision (or its underlying data, where appropriate). You may also have the right to consent or opt out of this automated decision-making, depending on your location.

- *Lodge a Complaint* – The right to lodge a complaint with a supervisory authority or other regulatory agency if you believe we have violated any of the rights afforded to you under applicable data protection laws. We encourage you to first reach out to us, so we have an opportunity to address your concerns directly before you do so.

To exercise any of the privacy rights afforded to you under applicable data protection laws, e-mail us at customerservice@worldbook.com, or call us at 800-975-3250. You may also exercise your opt out rights by broadcasting an Opt-Out Preference Signal, such as the Global Privacy Control (GPC). We honor Opt-Out Preference Signals, including GPC. If you choose to use an Opt-Out Preference Signal, you will need to turn it on for each supported browser or browser extension you use.

You will not be discriminated against in any way by virtue of your exercise of the rights listed in this Notice. However, should you withdraw your consent or object to processing of your personal information, or if you choose not to provide certain personal information, we may be unable to provide some, or all, of our Site or Services to you.

Only you, or an authorized agent that you authorize to act on your behalf, may make a request related to your personal information. You may also make a request on behalf of your minor child. We must verify your identity before fulfilling your requests, and if we cannot verify your identity, we may request additional information from you. If you are an authorized agent making a request on behalf of another person, we will also need to verify your identity, which may require proof of your written authorization or evidence of a power of attorney. We endeavor to respond to requests within the time period required by applicable law. If we require more time, we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your requests unless they are excessive or repetitive. If we determine that a request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request. We may deny certain requests, or only fulfill some in part, as permitted or required by law. If you are not satisfied with the resolution of your request and you are afforded a right to appeal such decision, you will be notified of our appeal process in our response to your request.

12. CALIFORNIA RESIDENTS

This section provides additional information regarding World Book’s practices pursuant to the California Consumer Privacy Act of 2018 and its implementing regulations, as amended by the California Privacy Rights Act (“**CCPA**”), where “**Personal Information**” has the definition set forth in the CCPA.

Please see the chart below for detailed information about the categories of personal information we have collected from California residents during the twelve months preceding the date on which this Notice was last updated and the categories of third parties to whom we sell or share personal information. For each category of personal information set forth in the chart below, the categories of third parties to whom we disclose it for a business or commercial purpose are set forth in the *How We Disclose Personal Information* section above.

Personal Information Category set forth in Cal. Civ. Code § 1798.140	Categories of Third Parties to Whom We Sell or Share Personal Information
Personal identifiers , including real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers.	Third-party marketers and other third parties that set cookies and other online tracking technologies on our Site.
California Customer Records Personal Information (Cal. Civ. Code § 1798.80(e)), including name, signature, physical characteristics or description, address, telephone number, education, employment, employment history, etc.	We do not sell or share this category of Personal Information.
Characteristics of protected classifications under California or federal law. This may include age, veteran status, accommodations	We do not sell or share this category of Personal Information.

information, gender identity and expression, sexual orientation, and religion.	
Commercial information , including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site.
Internet and other electronic network activity information , including, but not limited to, browsing history, search history, and information about individual interactions with an Internet website, application, or advertisement.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site.
Geolocation data , such as your IP address.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site.
Sensory data including audio, electronic, visual, thermal, olfactory, or similar information.	We do not sell or share this category of Personal Information.
Professional or employment-related information.	Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site.
Non-public education information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. § 1232g; 34 C.F.R. Part 99)	We do not sell or share this category of Personal Information.

<p>Inferences drawn from any of the information categories to create a profile about a consumer reflecting the consumer’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.</p>	<p>Third-party marketers, analytics providers and other third parties that set cookies and other online tracking technologies on our Site.</p>
<p>Sensitive Personal Information as set forth in Cal. Civ. Code § 1798.140, including account access credentials (like usernames or account numbers combined with password or other security/access code to access an account).</p>	<p>We do not sell or share this category of Personal Information.</p>

California Shine the Light – Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of personal information to third parties for the third parties’ direct marketing purposes, if any. To make such a request, please contact us at customerservice@worldbook.com. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

13. INDIVIDUALS IN THE EUROPEAN UNION, EUROPEAN ECONOMIC AREA, SWITZERLAND, AND THE UNITED KINGDOM

This section provides additional information regarding World Book’s processing of personal information of people located in the European Union, European Economic Area, Switzerland, and the United Kingdom in accordance with the EU Data Protection Regulation, UK Data Protection Regulation, and the Swiss Federal Data Protection Act.

Legal Bases for Processing

Our legal basis for processing personal information depends on the personal information involved and the context in which we process it. Where World Book acts as a controller, we process your personal information: with your consent; where necessary to perform a contract; to comply with our legal obligations; and where doing so is in our legitimate interests (including the purposes described in this Notice) and such interests are not outweighed by your rights and freedoms.

Special Category Data

World Book does not intend to collect any special category data, which is any data that reveals your racial or ethnic origin, political opinions, religious, moral or philosophical beliefs, trade union membership, political views, the processing of genetic data, biometric data for the purpose of identifying a person, and data concerning health or a person's sex life and/or sexual orientation. Please refrain from sending us any special category data.

14. CHANGES TO OUR PRIVACY NOTICE

World Book may modify or update this Notice from time to time so you should review this page periodically. If we change this Notice in a material manner, we will notify you, according to applicable law, and update the "Last Updated" date at the top of the page. Unless otherwise indicated, any changes to this Notice will apply immediately upon posting to our Site and Services. You are responsible for periodically visiting our Site and Services and this Notice to check for any changes.

15. CONSENT

By using our Site or Services you hereby consent to our Notice and agree to its terms.

16. HOW TO CONTACT US

If you have any questions about our privacy practices or this Notice, please contact us at 800-975-3250 or email us at customerservice@worldbook.com.