

**PARENT TEACHER ORGANIZATION (PTO) OF**  
**MEYERLAND PVA MIDDLE SCHOOL - MPVA MS**  
**(FORMERLY JOHNSTON MIDDLE SCHOOL - JMS)**  
**10410 MANHATTAN DR, HOUSTON, TX -77096**

**PRIVACY POLICY**

**(Updated JUNE 10, 2016)**

**Information we collect**

We collect information to provide better services to all of our users. We collect information in two ways:

- Information you give us. For example, if any of our services require you to sign up for membership or product sale, we'll ask for personal information, like your name, email address, telephone number or credit card. If you want to take full advantage of the sharing features we offer, we might also ask you to create a publicly visible profile in our school directory, which may include your name, address and phone number.
- Information we get from your use of our services. We collect information about the services that you use and how you use them, for example, when you visit our website and /or you view and interact with our content. This information includes:
  - Device information - We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information). Google analytics, which we use to provide better services, may associate your device identifiers or phone number with your Google Account.
  - Log information - When you use our services or view content provided by Google (example You Tube Video), Google may automatically collect and store certain information in server logs. This may include:
    - Details of how you used our service, such as your search queries.
    - Telephony log information like your phone number etc.
    - Internet protocol address.
    - Device event information such as system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
    - Cookies that may uniquely identify your browser or your Google Account.
  - Location information - When you use our services, Google Analytics may collect and process information about your actual location. Google uses various technologies to determine location, including IP address, GPS, and other sensors that may, for example, provide Google with information on nearby devices, Wi-Fi access points and cell towers.
  - Unique application numbers - Certain services include a unique application number. This number and information about your installation (for example, the operating system type

and application version number) may be sent to Google when you install or uninstall that service or when that service periodically contacts Google's servers.

- Cookies and anonymous identifiers – Myschoolanywhere, which we use to send out informational emails, Weebly, which hosts our website and Google which we use for Google Analytics use various technologies to collect and store information when you click on a Myschoolanywhere generated email, visit a Weebly website or use Google service like the translation application on our websites, and this may include sending one or more cookies or anonymous identifiers to your device. We do not use cookies and anonymous identifiers when you interact with services. Our Google Analytics account helps us to analyze the traffic to our websites and apps. When Google Analytics information is linked, using Google technology, with information about visits to multiple sites, we are able to analyze to cross traffic between both our websites.

### **How we use information we collect**

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones, and to protect Our Kids, Our Parents, Our Teachers and our Users. We also use this information to offer you tailored content – like useful links to help our kids learn Math and Science.

When you contact our PTO, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements in our school.

We use information collected from technologies, like unique identifiers, to improve your user experience and the overall quality of our services. One of the products we use to do this on our own services is Google Analytics. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer, for example on our Espanol Website [johnstonmiddleschoolpto.com](http://johnstonmiddleschoolpto.com) in Spanish and our English website [ptojms.org](http://ptojms.org) in English. We will not associate an anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

Our automated systems may analyze your content (including emails) to provide you personally relevant product features, such as spam and malware detection.

We may combine personal information from one service with information, including personal information, from other services – for example from [myschoolanywhere](http://myschoolanywhere.com) directory information to make it easier to share things with people you know from our school and our community. We will not combine this information with personally identifiable information unless we have your consent.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

Note that Google, for its Google Analytics services, processes personal information on its servers in many countries around the world.

### **Information you share**

Some of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines, including Google, Yahoo, Bing etc. Please let us know when you communicate about sharing and removing your content.

### **Accessing and updating your personal information**

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on old backup systems).

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

### **Information we share**

We do not share personal information with companies, organizations and individuals outside of our PTO Board, its committee members and Management of our School – Meyerland Performing and Visual Arts Middle School of Houston Independent School District, unless one of the following circumstances applies:

- With your consent - We will share personal information with companies, organizations or individuals outside of PTO Board, its committee members and Management of our School - Meyerland Performing and Visual Arts Middle School of Houston Independent School District when we have your consent to do so. We require consent for the sharing of any sensitive personal information.
- With domain administrators - Our Weebly Account and Google Analytics is managed for you by a domain administrator who provides user support to our PTO. Our domain administrator will have access to your account information (including your email and other data). Your domain administrator may be able to:
  - view statistics regarding your account, like statistics.

- change your account password if we start requiring a password for accessing any of our services in the future. Currently we do not require a password to access any of our pages.
- suspend or terminate your account access.
- access or retain information stored as part of your account.
- receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request.
- restrict your ability to delete or edit information or privacy settings.
- For external processing - We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.
- For legal reasons - We will share personal information with companies, organizations or individuals outside of PTO Board, its committee members and Management of our School - Meyerland Performing and Visual Arts Middle School of Houston Independent School District if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
  - meet any applicable law, regulation, legal process or enforceable governmental request.
  - enforce applicable Terms of Service, including investigation of potential violations.
  - detect, prevent, or otherwise address fraud, security or technical issues.
  - protect against harm to the rights, property or safety of PTO Board, its committee members and Management of our School - Meyerland Performing and Visual Arts Middle School of Houston Independent School District, our users or the public as required or permitted by law.

We may share aggregated, non-personally identifiable information publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

If our PTO Board and its committee members is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

### **Information security**

We work hard to protect our Kids, Our Parents, Our Teachers and our School - Meyerland Performing and Visual Arts Middle School of Houston Independent School District and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to PTO Board, its committee members and Management of our School - Meyerland Performing and Visual Arts Middle School of Houston Independent School District, contractors and agents who need to know that information in order to process it for us, and

who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

### **When this Privacy Policy applies**

Our Privacy Policy applies to all of the services offered by PTO of Meyerland Performing and Visual Arts Middle School and its affiliates, including Fine Arts Fund, and other committees, but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include our PTO services, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

### **Compliance and cooperation with regulatory authorities**

We adhere to several self-regulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We may work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

### **Changes**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

### **Specific product practices**

The following notices explain specific privacy practices with respect to certain, Myschoolanywhere Weebly and Google products and services that you may use:

For more information about Myschoolanywhere, Weebly and Google's services, you can visit the Myschoolanywhere, Weebly and Google Privacy Guide.

### **Other useful privacy and security related materials**

Further useful privacy and security related materials can be found through Weebly and Google's policies and principles pages, including:

- Information about its technologies and principles, which includes, among other things, more information on
  - how Myschoolanywhere, Weebly and Google uses cookies.

- technologies that are used by Myschoolanywhere, Weebly and Google for advertising.
  - how Myschoolanywhere, Weebly and Google recognize patterns.
- A page that explains what data is shared with Google when you visit websites that use Google Analytics and social products.
- Google's safety center, which provides information on how to stay safe and secure online.