



PRIVACY POLICY

Effective Date: **August 8, 2025** (See previous version [here](#)).

This Privacy Policy describes how Pink Cat Studio Inc. (“**Pink Cat Studio**,” “**we**,” or “**us**”) collects, uses, discloses, and otherwise processes information about you. This Privacy Policy applies to information we collect when you access or use our website and other online products and services that link to this Privacy Policy (collectively, our “**Services**”) and when you otherwise interact with us, such as at events, including in-person and online demos, over the phone, through our customer support channels, or on social media. We may provide different or additional notices of our privacy practices for certain offerings, in which case those notices will supplement or replace the disclosures in this Privacy Policy.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Services or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

A NOTE ABOUT STUDENT DATA

We provide educational games and tools to help educators manage classroom activities and to assist school districts, schools, teachers, and other educational partners (collectively referred to as “**Schools**”) to achieve their education goals. By offering our Services to Schools, we may have access to personal information relating to students, primarily as provided to us by Schools. We process Student Data solely to provide our Services and only according to the instructions of Schools. When we refer to “**Student Data**,” we mean information provided to us which personally identifies a current or former student, such as their name, email address, or attendance information, or other data that can be reasonably linked to such information by Pink Cat Studio.

For purposes of our U.S. School customers, Student Data may include information contained in “educational records” as defined in the Family Educational Rights and Privacy Act (“**FERPA**”) and, when processing such information, Pink Cat Studio will do so as a *School Official* as that term is defined under FERPA.

While this Privacy Policy provides information about Student Data that we generally collect, use, and disclose as part of providing our Services to Schools, our collection, use, and disclosure of Student Data are ultimately controlled by our School customers, students, or parents. If you have questions about how we collect, use, and process Student Data, please contact your School directly.

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COLLECTION OF INFORMATION

The information we collect about you depends on how you interact with us. In this section, we describe the categories of information we collect and the sources of this information.

Information You Provide to Us

We collect information you provide directly to us. For example, we collect information directly from you when you create an account, make a purchase, fill out a form, submit or post content through our Services (including product reviews and other user-generated content), communicate with us via third-party platforms, participate in a promotion, sign up for rewards or marketing communications from us, request customer support, or otherwise communicate with us. The types of information that we collect directly from you may include your name,

email address, password, preferred language, job position and/or the grade you teach, as applicable, and any other information you choose to provide. If you make a purchase from us, we work with a third-party payment processor to process your payment information.

Information We Collect Automatically

We automatically collect information about your interactions with us or our Services, including:

- **Transactional Information:** When you make a purchase or request a refund, we collect information about the transaction, such as product details, purchase price, and the date of the transaction.
- **Device, Usage, and Activity Information:** We collect information about how you access our Services, including data about the device and network you use (such as your hardware model, operating system version, IP address, unique device identifiers, and browser type). We also collect information about your activity on our Services, including the route by which you access our Services, access dates and times, browsing behavior (such as pages viewed and links clicked), and information about your activity on specific pages.
- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies, to collect information about your interactions with our email and marketing communications with you. These technologies help us improve our Services and marketing communications, personalize your experience, and analyze your interactions with us, including to see which areas and features of our Services are popular and count visits.

Information We Collect from Schools and Students

Pink Cat Studio has access to Student Data as provided by our School customers and by their students in order to perform the Services. The types of Student Data we collect will depend on how the School uses the Services and the particular Services we provide to the School, but could include information relating to individual students, such as names (if they choose to provide their legal name), activity and performance on the Services (i.e., the game they played), and passwords. We process such information in accordance with the instructions we receive from Schools. In many instances, we receive only de-identified or aggregate information about

students from a School, such that we would not be able to identify an individual student. From time to time, and at the direction of our School customers, we may collect information from other sources, including from non-school sources. Please talk to your School if you have additional questions about the types of Student Data the school provides to Pink Cat Studio.

Information We Collect from Other Sources

If you purchase our Services through a third-party platform (such as TpT), we will have access to certain information from that platform, such as your name, order information, and any other information the third-party platform discloses about you, in accordance with the authorization procedures determined by such platform.

Information We Derive

We may derive information or draw inferences about your approximate location based on your IP address.

USE OF INFORMATION

We use the information we collect to provide the Pink Cat Studio Services. We also use the information we collect to:

- Process and fulfill your orders;
- Provide, maintain, and improve our products and services;
- Develop new products and services;
- Personalize your experience with us;
- Send you technical notices, security alerts, support messages, and other transactional or relationship messages;
- Send you marketing communications (see the [Your Choices](#) section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our products and services;

- Detect, investigate, respond to, prosecute, and help protect against security incidents and other malicious, deceptive, fraudulent, or illegal activity, and help protect the rights and property of Pink Cat Studio and others; and
- Comply with our legal and financial obligations.

All Student Data that we have access to, if any, is owned and controlled by our School customers. We use such data to provide the Pink Cat Studio Services to Schools and for other limited purposes permitted by our agreements with Schools, such as to evaluate, improve, and develop the Services.

We do not use Student Data for marketing purposes.

DISCLOSURE OF INFORMATION

We disclose information about you in the following scenarios:

- **Vendors and Service Providers.** We make personal information available to our vendors, service providers, contractors and consultants who perform services on our behalf, such as companies that assist us with web hosting, payment processing, fraud prevention, customer service, analytics, and marketing.
- **Other Users and the Public.** If you provide a product review or otherwise post content, such as custom questions or word lists, on our Services, the public and/or other users of our Services will be able to see this information.
- **Law Enforcement Authorities and Individuals Involved in Legal Proceedings.** We disclose personal information in response to a request for information if we believe that disclosure is in accordance with, or required by, any applicable law, regulation, or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- **To Protect the Rights of Pink Cat Studio and Others.** We may disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Pink Cat Studio, our users, the public, or others.

- **Professional Advisors.** We disclose personal information to our legal, financial, insurance, and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Corporate Transactions.** We disclose personal information in connection with, or during negotiations of, certain corporate transactions, including a merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **With Your Consent or at Your Direction.** We make personal information available to third parties when we have your consent or you intentionally direct us to do so.

DATA RETENTION

We store personal information associated with your account for as long as your account remains active. If you close your account, we will delete personal information related to your account within 10 days; otherwise, we will delete this information after one year of account inactivity. We store other personal information for as long as necessary to carry out the purposes for which we originally collected it and for other business purposes explained in this Privacy Policy.

YOUR CHOICES

Account Information

You can access, correct, and delete certain information stored within your Pink Cat Studio account at any time by logging in and navigating to “My Account.”

Cookies and Similar Tracking Technologies

Pink Cat Studio uses cookies and similar tracking technologies, as [described above](#). You can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect some of the functionality of our Services, such as remembering your game setting preferences, the contents of your shopping cart, and which website notifications you’ve seen and dismissed.

Communications Preferences

You may opt out of receiving promotional emails from Pink Cat Studio by following the instructions in those communications or by unsubscribing from our Newsletter in your “My Account” page. If you opt out, we may still send you non-promotional emails, such as those about your account or subscriptions.

ADDITIONAL INFORMATION FOR SPECIFIC JURISDICTIONS

International Transfers

Pink Cat Studio is based in Canada, and we and our service providers primarily process and store personal information on servers located in the United States. Depending on the jurisdiction you reside in, the United States may not provide levels of legal data protection that are equivalent to those of your home jurisdiction. Whenever we make transfers of personal information to the United States, we take steps to ensure that your personal information receives an adequate level of protection. These steps may include putting in place a data transfer mechanism, such as the EU Standard Contractual Clauses for data transfer or other applicable data transfer agreements or ensuring that we can rely on a similarly appropriate concept for data transfer, such as your consent. In jurisdictions where you have a legal right to do so, you may request access to the safeguard(s) which we use to transfer your personal information outside of your home country (although we may need to redact certain information for confidentiality reasons).

Individuals in the EU

If you are located in Europe, this section applies to you.

Legal Basis for Processing

When we process your personal data as described in this Privacy Policy, we do so in reliance on the following lawful bases:

- To perform our responsibilities under our contract with you (e.g., processing payments for and providing the products and services you requested);
- When we have a legitimate interest in processing your personal information to operate our business or protect our interests (e.g., to provide, maintain, and improve our products

and services, conduct data analytics, and communicate with you);

- To comply with our legal obligations (e.g., to maintain a record of your consents and track those who have opted out of marketing communications); or
- When we have your consent to do so (e.g., when you opt in to receive marketing communications from us). When consent is the legal basis for our processing of your personal information, you may withdraw such consent at any time.

Data Subject Requests

You have the right to (1) access your personal data, including in a portable format, (2) request erasure of your personal data, and (3) request correction of inaccurate personal data. In addition, you may have the right to object to certain processing or request we restrict certain processing. To exercise any of these rights, please contact us at support@pinkcatstudio.com.

If you have a concern about our processing of personal data, we encourage you to contact us in the first instance. However, if we are not able to resolve it, you have the right to lodge a complaint with the Data Protection Authority where you reside. Contact details for your Data Protection Authority can be found using the links below:

For individuals in the European Union: https://edpb.europa.eu/about-edpb/board/members_en

For individuals in the UK: <https://ico.org.uk/global/contact-us/>

For individuals in Switzerland: <https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html>

Individuals in Canada

If you are a Canadian resident, this section applies to you.

Consent

By submitting personal information to Pink Cat Studio, our service providers, or our agents, you consent to the collection, use, disclosure, and transfer of your personal information in accordance with this Privacy Policy and as permitted or required by law.

You may withdraw your consent at any time to the collection, use, disclosure, or transfer of your personal information by contacting Pink Cat Studio as set forth in the Contact Us section below. If you withdraw your consent (or if you decide not to provide certain personal information), you acknowledge that Company may not be able to provide you, or continue to provide you, with certain products, services, or information that may be of value to you.

Canada's Anti Spam Law

Pink Cat Studio will only send you commercial electronic messages ("**CEMs**") where we have your express or implied consent to do so. Your consent to receive CEMs is implied where we have an existing business relationship with you, or you have reached out to us and made an inquiry within a certain time frame. You may unsubscribe from receiving CEMs at any time, by clicking the unsubscribe button on an email. If you opt out, we may still send you non-promotional messages, such as those about your account or our ongoing business relations.

CHILDREN'S PRIVACY

In providing our Services to Schools, Pink Cat Studio may collect Student Data from children under the age of 13 who happen to be students. In such instances, Pink Cat collects such Student Data only at the direction of our School customers for the purpose of providing our Services. We collect, use, and disclose Student Data about children as described in the sections of this policy that apply to Student Data we process on behalf of Schools. Please contact us at support@pinkcatstudio.com if you believe we have inappropriately collected information from a child under 13.

CONTACT US

If you have questions about this Privacy Policy, please contact us at support@pinkcatstudio.com. You can reach Pink Cat Studio by mail at:

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Squamish, BC
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