

# Notice: Purple Mash and COPPA - Collection, Use and Disclosure of Children's Personal Information

Simple Software complies with the Children's Online Privacy Protection Act (COPPA).

You are viewing this notice because you are (a) the parent or guardian of a child under the age of 13 and are considering registering for a Purple Mash home-user account for your child, or (b) a school considering using Purple Mash for the use of your students under the age of 13, or (c) you simply wish to know how Purple Mash complies with COPPA.

This notice describes our practices concerning the collection, use and disclosure of children's personal information. Please review our [privacy policy](#) and [terms and conditions](#) for additional information.

## 1. Parental Consent Required

- If you are registering for a home user account for Purple Mash, we require the consent of you as the parent or guardian before we will collect, use or disclose any personal information regarding your child. If you do not consent, we won't collect, use or disclose any such information. We can't set up a Purple Mash licence for you without this consent.
- If you are a school setting up a Purple Mash licence, we require the school to give consent to the collection of children's information on behalf of the parents. This COPPA notice that you are now reading should give you all the relevant information you need to be able to give that consent on behalf of parents.

## 2. How we verify consent

- Unless we have spoken to the account holder in person or by telephone, the child's ability to share documents will be disabled so that the personal information is only to be used for internal purposes.
- We will verify consent using an "email plus" method for both parents and schools: When the initial email is sent out to the account holder's email address with the instructions on how to access the site it will include a COPPA notice making it clear that use of the site indicates consent to this privacy policy. We then send a further confirmation email to the same email address one week later informing the parent or school that they can revoke the consent and telling them how to do so.
- To enable sharing we need to speak to the parent or school by telephone or in person, in order to confirm consent for this.

### 3. What information we collect

- No personal information is requested from children within Purple Mash, but children can, if they wish, (a) draw pictures, (b) write essays, poems etc., (c) create quizzes, (d) write computer programs, (e) upload pictures, (f) record their voice, and (g) store photographs of themselves taken with web cams, in their own personal and private storage area, which is password protected. For instance, a child could write an essay on where they went on holiday last summer and include a picture of themselves and their family, or take a picture of themselves using a webcam and superimpose it onto the body of an astronaut, and write about their experience in space, and store either document in their personal folder.
- We also passively collect Internet Protocol information (IP addresses) from all users to make sure that the login information is not being unlawfully shared with non-subscribers. Like many websites we use “cookies” to make the site function better – for more information on our cookies policy click [here](#).

### 4. How we use children’s personal information

- We may use your child’s personal information internally to understand children’s needs and to provide children and schools with services that better meet their needs.
- We might sometimes publish children’s work (e.g. an essay written by a competition winner), but we would only do with the consent of the parent or school concerned to that particular case.

### 5. Disclosure and sharing of information:

- We will not disclose children’s personal information to any third party without the consent of a school or parent/guardian or an order of the Court.
- Children can share documents created in Purple Mash with others by emailing them a link to the document or a QR code, but this sharing feature will default to disabled unless we have spoken to the account holder in person or on the telephone (see above). In addition, it can quickly and easily be disabled again at the request of a school or parent home-user.

## 6. Can parents and schools review and alter the information?

- If you have a home user account, you as the parent or guardian can view all the information associated with your child's Purple Mash account, including any personal information your child has stored on the system. You will have full power to delete or alter anything entered.
- If you are a school, teachers can see all the information entered by pupils and they have the full power to delete anything entered.
- If you are a parent of a child at a Purple Mash school, the school should share this information with you if you request it, and delete anything you are not happy with. If a parent at a Purple Mash school no longer wishes a child to use the program they can request that a school removes access for that child by deleting their child's user profile, which the school has the power to do without any additional assistance from us.

## 7. Security, Encryption and Data Retention

- The data stored in Purple Mash is kept in industry standard secure sites and is encrypted to very high industry standards.
- When a subscription for Purple Mash ends we will securely delete all children's data stored on our servers if a school or home user requests that we should do so. We will also delete any other information that a school or home user requests at any time.

## 8. Contact us

If you have any questions or comments about 2Simple's data collection practices, please send us an email at [privacy@2simple.com](mailto:privacy@2simple.com) or contact us by mail or phone:

**Address:**

2Simple, LLC  
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Suite 101  
Clearwater  
FL 33762

**Phone:**

1-800-935-0839