

# Privacy Policy

This policy signals to Superintendents and IT Directors that you understand their legal obligations.

## Overview

RCG Marketing LLC is committed to maintaining the highest standards of data privacy and security. We recognize that school districts entrust us with sensitive information, and we take our role as a "School Official" seriously.

## Regulatory Adherence

We strictly comply with the following federal and state regulations:

**FERPA** (Family Educational Rights and Privacy Act): We only use Student PII (Personally Identifiable Information) for authorized educational purposes as defined in our agreements with the District.

**COPPA** (Children's Online Privacy Protection Act): We do not knowingly collect personal information from children under 13 without verifiable parental or school consent.

**CIPA** (Children's Internet Protection Act): Our platform includes safeguards to ensure a safe browsing environment within the educational context.

**State-Specific Laws:** (e.g., California's SOPIPA or New York's Education Law 2-d). We adapt our data handling to meet specific state requirements as requested by our partners.

## Data Security Standards

**Encryption:** Data is encrypted at rest using AES-256 and in transit via TLS 1.2 or higher.

**Access Control:** Access to data is restricted to authorized employees who require it to perform their job functions.

**Data Residency:** All data is hosted on secure servers located in the United States.

**Note:** RCG Marketing LLC never sells student or educator data to third parties, nor do we use it for targeted advertising.