

Squirrel Ai Learning, Inc. Privacy Policy

June 20, 2026

Please click [here](#) for a printable PDF version of this notice.

About Squirrel Ai Learning, Inc.

Squirrel Ai Learning, Inc. provides an artificial intelligence ("AI")-enabled educational device and related software services for K-12 learners and their parent and guardians. Our devices and software are offered in company-operated or franchised Squirrel Ai Learning, Inc. learning centers ("Learning Centers").

Scope of this Policy

This privacy policy applies to:

- Squirrel Ai Learning, Inc. and our affiliates ("Squirrel Ai," "we," "us," "our").
- Squirrel Ai's online properties (including our websites and online services that link to it), our social media pages or handles, and our learning devices and services (the "Services").

This Policy applies when you interact with us through our Services or as a Learning Center operator. It also applies anywhere it is linked. It does not apply to third-party websites, mobile applications, or services that may link to the Services or be linked to from the Services. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

We may change this Policy from time to time. If we do, we will notify you by posting the updated version.

Parents of learners under 13 years of age should read our Direct Notice Relating to Children's Online Privacy for information about how we handle the personal information of learners under 13 years of age.

Information We Collect

We collect information from you directly, from the devices you use to interact with us, and from other entities. We may combine information from the Services together and with other information we obtain from our business records. We may use and share information that we aggregate (compile to create statistics that cannot identify a particular individual) or de-identify (strip information of all unique identifiers such that it cannot be linked to a particular individual) at our discretion.

Information you give us

You may provide the following information to us directly:

- Contact information, including name, email address, telephone number, as well as contact information of parent or guardian.
- Audiovisual information, including recordings of online events and your voice inputs through the device microphone during your interaction with the Services.
- Payment information, including credit card information, which is collected directly by our payment processor service provider.
- Information contained in your communications to us, including for customer service inquiries.
- Your use of our Services.
- Information you submit to inquire about or apply for a job with us.

- Information you provide in connection with operating a Learning Center.
- Any other information you submit to us, such as through enrollment forms, in our Learning Centers, material uploaded to support our educational services, and optional feature activations.

Information we collect automatically

We and partners working on our behalf may use log files, cookies, or other digital tracking technologies to collect the following information from the device you use to interact with our Services. We also create records when you make purchases or otherwise interact with the Services.

- *Device information*, including IP address, device identifiers, and details about your operating system and web browser, as well as device telemetry, connectivity data, system status, and technical diagnosis for the learning device.
- *Analytical information*, including details about your interaction with our Services, website, and learning device.
- *Diagnostic information*, including web traffic logs, crash data, and so forth.

Information we collect with your consent

- *Biometric information*, including facial features which we use to create face prints. (We do not collect this information from Learners in Illinois, Texas, or Washington.)
- *Location information*, including based on your IP address and your device.

You may revoke your consent at any time in whole or in part. If you wish to revoke your consent, you may contact us at info@squirrelai.com.

Information We Collect From Other Sources

We may collect the following information about you from third-party sources.

- Information provided by our local Learning Centers.
- Information provided by parents or guardians of learners.
- Information provided by service providers that support our platforms or perform intake support and may collect information directly from you.
- If you are a potential Learning Center owner, we may collect information about your credit history from credit reporting agencies.

How We Use Your Information

We may use any of the information we collect for the following purposes.

- **Service functionality:** To provide you with our products and services, including to take steps to open an account to use the Services, provide speech-to-text functionality and related audio-based learning functions, communicate with you about your account or transactions, send you information about features and enhancements, and communicate about changes to our policies.
- **Identity verification and face-feature related functionality:** With your consent, in certain states, we use your biometric information (i.e., face prints) to verify your identity, enable you to log in to your account and assess how you are responding to the lessons provided.
- **Service improvement:** To optimize, improve, and grow our Services, including to develop new products and services and understand how our Services are being used, and our customer base.
- **Personalization:** To personalize content and your learning recommendations.

- **Marketing:** To market directly to parents via email.
- **Security:** To protect and secure our Services, assets, network, and business operations; to enable you to recover a lost device through the use of precise geolocation information; and to detect, investigate, and prevent theft, unauthorized use, or abuse of the Services and other activities that may violate our policies or be fraudulent or illegal.
- **Business risk control:** We use your precise geolocation information for business risk control to, for instance, detect cross-region use of the device.
- **Legal compliance:** To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with applicable legal and regulatory requirements.

For a more detailed understanding of how your information is used, please read our product design feature disclosures.

How We Share Your Information

We may share any of the information we collect with the following recipients.

- **Affiliates:** We share information with other members of our group of companies.
- **Service providers:** We engage vendors to perform specific business functions on our behalf, and they may receive information about you from us or collect it directly. These vendors are obligated by contract to use information that we share only for the purpose of providing these business functions, which include:
 - *Supporting Service functionality*, such as vendors that support payment processing, customer service and customer relationship management, account management, freight services, software development, postal mailings, and communications.
 - *Auditing and accounting firms*, such as firms that help us create our financial records.
 - *Professional services consultants*, such as firms that perform analytics, assist with improving our business, provide legal services, or supply project-based resources and assistance.
 - *Analytics and marketing services*, including entities that analyze traffic on our online properties and assist with identifying and communicating with potential customers.
 - *Security vendors*, such as entities that assist with security incident verification and response, service notifications, and fraud prevention.
 - *Information technology vendors*, such as entities that assist with website design, hosting and maintenance, data and software storage, and network operation.
 - *Marketing vendors*, such as entities that support distribution of marketing emails.
- **Learning Centers:** We may share your information with local Learning Center operators, tutors, coaches, administrators, or authorized personnel as needed to provide requested educational services, scheduling, parent communications, progress visibility, and support.
- **Social media platforms:** If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our Services (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- **Government entities/Law enforcement:** We may share information when we believe in good faith that we are lawfully authorized or required to do so to respond to lawful subpoenas, warrants, court orders, or other regulatory or law enforcement requests, or where necessary to protect our property or rights or the health and safety of our employees, contractors, customers, or other individuals.
- **Other businesses in the context of a commercial transaction:** We may change our ownership or corporate organization while providing the Services. We may transfer to another entity or its affiliates or

service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information as described in this policy.

Security

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

Your Options and Rights Regarding Your Information

Your Account: Please visit your account page to update your account information.

Email Unsubscribe: If you do not wish to receive marketing information from us or wish to opt out of future email promotions from us, please contact us. Please note that all promotional email messages you receive from us will include an option to opt out of future email communications.

Cookies: You have options to limit the information that we and our partners collect through cookies.

- We use cookies to enable persistent logins, maintain user preferences, provide basic site functionality, and perform analytics and diagnostics.
- You may disable cookies in your browser or mobile device using their settings menus. Your mobile device may give you the option to disable advertising functionality. Because we use cookies to support Service functionality, disabling cookies may also disable some elements of our online properties.
- You may use our cookie settings menu.
- You may contact us directly.

Advertising Cookies: We do not use third-party advertising cookies or similar third-party tracking technologies to target advertisements to learners under 13 years of age or to individuals under 18 years of age in Maryland or Vermont. For users who are at least 13 but under 18 years of age in other states, we will obtain opt-in consent before using third-party advertising cookies or similar third-party tracking technologies for advertising-related purposes. Users may withdraw that consent at any time by contacting us at info@squirrelai.com.

Do Not Track: Your browser or device may include "Do Not Track" functionality. Our information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy regardless of whether a Do Not Track signal is received.

Jurisdiction-specific rights: You may have certain rights with respect to your personal information depending on your location or residency. Please see "privacy disclosures for specific jurisdictions" below. Please contact us to exercise your rights.

Special Information for Job Applicants and Potential Franchise Owners

When you apply for a job with us or request information about owning a Squirrel Ai franchise, we may collect information from you, including:

- Information you provide in connection with your application.
- Information about you that is available publicly.
- Information that you authorize us to collect via third parties, including former employers or references.

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy practices of these third-party services. Please review their privacy policies carefully prior to submitting your application materials.

Other Important Information

Data retention

We may store information about you for as long as we have a legitimate business need for it. We determine the retention period for the personal information that we collect based on (1) the length of time we need to retain the information to achieve the purposes for which we collected it, (2) any legal or regulatory requirements applicable to such information, (3) internal operational needs, and (4) any need for the information based on any actual or anticipated litigation or investigation. Please see our **Direct Notice Relating to Children’s Online Privacy** for more information about our retention policy.

Information about children

The Services are intended for users who are K-12 learners and their parents and guardians. Please see our Children’s Online Privacy Protection Act Direct Notice, available here, for more information.

Privacy Disclosures for Specific Jurisdictions

California

California Consumer Privacy Act

The California Consumer Privacy Act (“CCPA”) provides California residents with rights to receive certain disclosures regarding the collection, use, and disclosure of information about them, as well as rights to know/access, correct, delete, and limit disclosure of personal information. You have the right to be free from discrimination based on your exercise of these rights. If we collect personal information subject to the CCPA, that information, our practices, and your rights are described below.

Notice at Collection Regarding the Categories of Personal Information Collected

The following table summarizes the categories of personal information we collect; the categories of sources of that information; whether we disclose, sell, or share that information to service providers or third parties, respectively; and the criteria we use to determine the retention period for such information. The table also summarizes the categories of “sensitive” personal information that we collect, the purposes for which such information is used, and whether we sell or share such information. The categories we use to describe personal information are those enumerated in the CCPA. We collect this personal information for the purposes described above in “How We Use Your Information.”

Category	Information Type	Source	We disclose to:	We sell to/share with:
Identifiers	<ul style="list-style-type: none"> Contact information or personal characteristics (name; email address; postal address; telephone number; signature) 	You; learning centers and franchises	Service Providers	Not sold/shared
Health Information	<ul style="list-style-type: none"> None 	N/A	N/A	N/A
Financial Information	<ul style="list-style-type: none"> Payment card data Bank account information Credit information 	You; credit reporting agencies (if you	Service Providers	Not sold/shared

	<ul style="list-style-type: none"> Transaction data 	are a potential franchise owner)		
Protected Classifications and Other Sensitive Data	<ul style="list-style-type: none"> Date of Birth Gender 	You	Service Providers	Not sold/shared
Commercial Information	<ul style="list-style-type: none"> Transaction information Billing and payment records Order history 	You	Service Providers	Not sold/shared
Biometric Information	<ul style="list-style-type: none"> Face prints 	You	Service Providers	N/A
Geolocation Information	<ul style="list-style-type: none"> Coarse (information that describes location at ZIP code-level or less precision) Precise (information about nearby Wi-Fi hotspots and cellular signals that may reveal more precise geolocation) 	You	Service Providers	Not sold/shared
Internet or Electronic Network Activity Information	<ul style="list-style-type: none"> IP address Device identifier (e.g., MAC, IMEI) Information provided in URL string (e.g., search keywords) Cookie information Information about your interaction with our website or products Search history Bandwidth usage Diagnostic information (e.g., crash logs, performance data) 	You; our analytics partners	Service Providers	Not sold/shared
Audio, Electronic, Visual, Thermal, Olfactory, or Similar Information	<ul style="list-style-type: none"> Photographs Video Audio recordings 	You	Service Providers	Not sold/shared
Professional or Employment-Related Information	<ul style="list-style-type: none"> Current employer Job title 	You	Service Providers	Not sold/shared
Education Information	<ul style="list-style-type: none"> Education history Level of education 	You	Service Providers	Not sold/shared
Inferences Drawn About You	<ul style="list-style-type: none"> User profile reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes 	You; our analytics partners	Service Providers	Not sold/shared

We determine the retention period for each of the categories of personal information listed above based on (1) the length of time we need to retain the information to achieve the business or commercial purpose for which it was obtained, (2) any legal or regulatory requirements applicable to such information, (3) internal operational needs, and (4) any need for the information based on any actual or anticipated investigation or litigation.

Entities to whom we disclose information for business purposes are *service providers*, which are companies that we engage to conduct activities on our behalf. We restrict service providers from using personal information for any purpose that is not related to our engagement.

Under the CCPA, a business “sells” personal information when it discloses personal information to a company for monetary or other benefit. A company may be considered a third party either because we disclose personal information to the company for something other than an enumerated business purpose under California law, or because its contract does not restrict it from using personal information for purposes unrelated to the service it provides to us. A business “shares” personal information when it discloses personal information to a company for purposes of cross-context behavioral advertising. We do not “sell” or “share” your personal information, as those terms are defined in the CCPA.

Your rights under the CCPA

- *Know and request access to and correction or deletion of personal information:* You have the right to request access to personal information collected about you and information regarding the source of that personal information, the purposes for which we collect it, and the third parties and service providers to whom we sell, share, or disclose it. You also have the right to request in certain circumstances that we correct personal information that we have collected about you and to delete personal information that we have collected directly from you. Please contact us to exercise these rights.

Other States

Residents of other states may have the following rights:

- *Opt out of “sales” of personal information and use of their personal information for “targeted advertising,”* as those terms are defined under applicable law. We do not “sell” your personal information or use your personal information for “targeted advertising” as those terms are defined in these laws.
- *Opt out of “profiling”* under certain circumstances, as defined under applicable law.
- *Confirm processing of and obtain access to personal information* under certain circumstances.
- *Correct personal information* under certain circumstances.
- *Request the specific third parties (other than natural persons) to which personal information has been disclosed.* (Only certain states provide this right.)
- *Delete personal information* under certain circumstances.

You may contact us by using one of the methods listed below to exercise any rights applicable to your state of residence.

Nevada

Residents of the State of Nevada have the right to opt out of the sale of certain pieces of their information to third parties. If you are a Nevada resident and would like more information about our data sharing practices, please contact us. Currently, we do not engage in such sales. If you are a Nevada resident and would like more information about our data sharing practices, please contact us.

Contact information, submitting requests, and our response procedures

Contact

Please contact us if you have questions or wish to take any action with respect to information to which this privacy policy applies.

Email: info@squirrelai.com

Telephone: 213-316-6586 or 213-260-1585

Mail: Squirrel Ai Learning Inc., 800 Bellevue Way NE, Suite 500, Bellevue, WA 98004

Making a request to exercise your rights

Submitting requests: You may request to exercise your rights by submitting the form on this page or making a request using the contact information above.

Certain states allow you to authorize another individual or a business, called an authorized agent, to make requests on your behalf.

We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

Verification: We must verify your identity before responding to your request. We verify your identity by asking you to provide personal identifiers that we can match against information we may have collected from you previously. We may need to follow up with you to request more information to verify identity.

We will not use personal information we collect in connection with verifying or responding to your request for any purpose other than responding to your request.

Appeals

Residents of certain states have the right to appeal a denial of their request by contacting us as described in the notice of denial.