



## Dear Parent or Guardian,

We are excited that your student will be using an Apple device as a part of your school's program. We know that as a parent or guardian, you want the best learning environment for your student—one that makes learning personal for each student and allows for creativity, collaboration, and critical thinking.

Please read this letter carefully as it contains important information and instructions.

## Apple ID for Students

As part of this program, your student will have an Apple ID—an account with Apple that provides easy access to school materials, like documents and textbooks. An Apple ID also gives students access to iCloud, so they can access content on multiple devices and stay up to date from anywhere.

For students under the age of 13, we must obtain your verifiable parental consent before we can create an Apple ID for your student. This is in compliance with the Children's Online Privacy Protection Act (COPPA). You will provide your parental consent by signing and returning the Parent Privacy Disclosure and Consent.

For students under 13, the following features will apply:

- No credit card is required to set up the account.
- Limit Ad Tracking is turned on for the account to ensure the student does not receive targeted advertising from Apple.
- The accounts are unable to opt in to receive marketing materials from Apple.
- Parents and guardians are notified of material changes to the service or issues with the account.

For more information on Apple IDs For Students, please see the Parent Guide at [www.apple.com/education/docs/Apple\\_ID\\_Parent\\_Guide.pdf](http://www.apple.com/education/docs/Apple_ID_Parent_Guide.pdf).

## Creating an Apple ID

To create an Apple ID for your student, use the materials enclosed in this folder. Included is the Parent Privacy Disclosure and Consent with a form for you to review, sign, and send back with your student to school. Your school will return this form to Apple, and your student can then complete the Apple ID process at school. Please complete the Apple ID for Students—Parent Worksheet, also included in this folder, to help your student complete the online form at school.

There are times when a student might forget his or her Apple ID password. For these situations, your consent will allow your school to request a password reset.

## Parental restrictions

An iPad can give your student access to a wealth of information. However, there may be times when you want to limit your student's access to certain types of content or resources. On your student's iPad, you can set restrictions, such as preventing in-app purchases and designating allowable content. Please refer to the Parent Guide at [www.apple.com/education/docs/Apple\\_ID\\_Parent\\_Guide.pdf](http://www.apple.com/education/docs/Apple_ID_Parent_Guide.pdf) to learn more about setting device restrictions. We strongly encourage you to set device restrictions promptly after creating your student's Apple ID.

## Getting started

Once your student has an Apple ID, he or she can begin using the iPad or Mac with all the apps, books, and educational content that your district has chosen. It is important that all students have an Apple ID so they are prepared with all the right materials for the classroom.

For more information about Apple's education programs, please see [www.apple.com/education](http://www.apple.com/education).

Sincerely,  
Apple Inc.



# Apple's Privacy Policy

Your privacy is important to Apple. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

## Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Apple or an Apple affiliated company. Apple and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

Here are some examples of the types of personal information Apple may collect and how we may use it.

### What personal information we collect

- When you create an Apple ID, register your products, apply for commercial credit, purchase a product, download a software update, register for a class at an Apple Retail Store, contact us or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.
- When you share your content with family and friends using Apple products, send gift certificates and products, or invite others to join you on Apple forums, Apple may collect the information you provide about those people such as name, mailing address, email address, and phone number.
- In the U.S., we may ask for your Social Security number (SSN) but only in limited circumstances such as when setting up a wireless account and activating your iPhone or when determining whether to extend commercial credit.

### How we use your personal information

The personal information we collect allows us to keep you posted on Apple's latest product announcements, software updates, and upcoming events. If you don't want to be on our mailing list, you can opt out anytime by updating your preferences.

- We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.
- From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with Apple, you may not opt out of receiving these communications.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Apple's products, services, and customer communications.
- If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.

## Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone where an Apple product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We may collect information regarding customer activities on our website, iCloud services, and iTunes Store and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

## **Cookies and Other Technologies**

Apple's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Apple and its partners use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns. If you do not want to receive ads with this level of relevance on your mobile device, you can opt out by accessing the following link on your device: <http://oo.apple.com>. Alternatively, if you are using iOS 6 or above operating system on your mobile device, you may opt-out by electing Limit Ad Tracking (Learn More). If you opt out, you will continue to receive the same number of mobile ads, but they may be less relevant because they will not be based on your interests. You may still see ads related to the content on a web page or in an application or based on other non-personal information. Opting out through [oo.apple.com](http://oo.apple.com) applies only to Apple advertising services and does not affect interest-based advertising from other advertising networks. However, if you select Limit Ad Tracking on your mobile device, third party apps are not permitted by contract to use the Advertising Identifier, a non-personal device identifier to serve you targeted ads.

Apple and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with Apple more convenient and personal. For example, knowing your first name lets us welcome you the next time you visit the Apple Online Store. Knowing your country and language—and if you are an educator, your school—helps us provide a customized and more useful shopping experience. Knowing someone using your computer or device has shopped for a certain product or used a particular service helps us make our advertising and email communications more relevant to your interests. And knowing your contact information, product serial numbers, and information about your computer or device helps us register your products, personalize your operating system, set up your iCloud service, and provide you with better customer service.

If you want to disable cookies and you're using the Safari web browser, go to Safari preferences and then to the privacy pane to disable cookies. On your Apple mobile device, go to Settings, then Safari, and then to the Cookies section. For other browsers, check with your provider to find out how to disable cookies. Please note that certain features of the Apple website will not be available once cookies are disabled.

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Apple may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on the Apple website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

## **Disclosure to Third Parties**

At times Apple may make certain personal information available to strategic partners that work with Apple to provide products and services, or that help Apple market to customers. For example, when you purchase and activate your iPhone, you authorize Apple and your carrier to exchange the information you provide during the activation process to carry out service. If you are approved for service, your account will be governed by Apple and your carrier's respective privacy policies. Personal information will only be shared by Apple to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

## **Service providers**

Apple shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Apple operates.

## **Others**

It may be necessary—by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence—for Apple to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

## **Protection of Personal Information**

Apple takes the security of your personal information very seriously. Apple online services such as the Apple Online Store and iTunes Store protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by Apple, we use computer systems with limited access housed in facilities using physical security measures. iCloud data is stored in encrypted form including when we utilize third party storage.

When you use some Apple products, services, or applications or post on an Apple forum, chat room, or social networking service, the personal information you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

## **Integrity and Retention of Personal Information**

Apple makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## **Access to Personal Information**

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at <https://appleid.apple.com/>. For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if Apple is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made through the regional Privacy Contact Form.

## **Children**

We do not knowingly collect personal information from children under 13 except where a parent has set up an Apple ID for their child through the Apple ID for Students program and provided Apple with verified parental consent. Learn more about the Apple ID for Students program and device parental controls. If we learn that we have collected the personal information of a child under 13 without first receiving verifiable parental consent we will take steps to delete the information as soon as possible.

## Location-Based Services

To provide location-based services on Apple products, Apple and our partners and licensees may collect, use, and share precise location data, including the real-time geographic location of your Apple computer or device. This location data is collected anonymously in a form that does not personally identify you and is used by Apple and our partners and licensees to provide and improve location-based products and services. For example, we may share geographic location with application providers when you opt in to their location services.

Some location-based services offered by Apple, such as the “Find My iPhone” feature, require your personal information for the feature to work.

## Third-Party Sites and Services

Apple websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties—for example, a third-party iPhone app. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

## International Users

All the information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. Apple abides by the “safe harbor” frameworks set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected by organizations in the European Economic Area and Switzerland. Learn more about the U.S. Department of Commerce Safe Harbor Program.

Please note that personal information, including the information provided when using iCloud, regarding individuals who reside in a member state of the European Economic Area (EEA) and Switzerland is controlled by Apple Distribution International in Cork, Ireland, and processed on its behalf by Apple Inc. Personal information collected in the EEA and Switzerland when using iTunes is controlled by iTunes SARL in Luxembourg and processed on its behalf by Apple Inc.

## Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Apple employees and strictly enforce privacy safeguards within the company.

## Privacy Questions

If you have any questions or concerns about Apple’s Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws, please contact us. You can always contact us by phone at the relevant Apple Support number for your country.

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator in your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

Apple may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

Apple Inc. 1 Infinite Loop, Cupertino, California, USA, 95014

Last updated: 1 March, 2014



# Parent Privacy Disclosure and Consent

## Introduction

We know that as a parent (please note that “parent” refers to parent or guardian), you want the best learning environment for your student—one that makes learning personal for each student and allows for creativity, collaboration, and critical thinking. A crucial piece of that learning environment is the Apple ID. Creating an Apple ID is a simple process that involves you providing your student’s full name and birthdate. You may also provide a preferred email address for future contact with you about your student’s account, to notify you of changes to our policies, or if your student’s password needs to be reset. Your consent to Apple’s Privacy Policy and this Parent Privacy Disclosure and Consent is required before Apple may collect, use, or disclose any of your student’s personal information as described below. If there is a conflict between Apple’s Privacy Policy and this Parent Privacy Disclosure and Consent, the terms of this Parent Privacy Disclosure and Consent shall take precedence. We will not collect, use, or disclose any personal information from your student if you do not provide such consent. A copy of Apple’s Privacy Policy is included in this folder.

Your student’s account will be subject to Apple’s Terms and Conditions for iOS, iCloud, Game Center, and iTunes Store, as well as our Limited Warranty, which can be found at [www.apple.com/legal/](http://www.apple.com/legal/) and [www.apple.com/legal/sla/](http://www.apple.com/legal/sla/). You must read and agree to these terms prior to creation of your student’s account. If you do not wish to review these terms online, you may review them at your student’s school or request a copy be sent to you via email.

## Collection, Use, and Sharing

In addition to the personal information requested at the time of your student’s account setup, we may collect additional information from him or her that is defined under the Children’s Online Privacy Protection Act (COPPA) as personal information. For example, when your student is using his or her Apple device, we may collect device identifiers, cookies, an IP address, the geographic location, and the time zone where the Apple product is used. We also may collect information regarding your student’s activities on or interaction with our website, iCloud, iTunes Store, App Store, Safari, Game Center, Siri, Maps, FaceTime, iPhoto, iBooks Store, Mac App Store, iTunes U, or our other apps, products, and services.

With an Apple ID, your student can do things such as:

- Enroll and participate in iTunes U courses
- Make FaceTime video calls\*
- Send photos, videos, and texts to contacts using Messages\*
- Access shared photo streams, which allow your student to share and receive photos and videos from friends\*
- Make purchases (if you choose to associate a credit card or gift card with the Apple ID account) on iTunes and in the App Store, iBooks Store, and Mac App Store, as well as receive recommendations from Genius\*
- Play games and interact in Game Center\*
- Receive directions via Maps
- Save documents to iCloud

\*Many of these services, such as FaceTime and Game Center, can be managed or restricted by your student’s school or by you setting restrictions on your student’s device.

To learn more about features available to your student on their new device, please visit our website at [www.apple.com/ipad](http://www.apple.com/ipad).

As set forth in our Privacy Policy, Apple may use your student’s personal information to communicate important notices, deliver products, send push notifications, provide services, and improve our products, content, and services. We may also use personal information for internal purposes such as auditing, data analysis, and research. We may use, transfer, and disclose nonpersonal information for any purpose. Limit Ad Tracking will be on for student accounts under 13 to ensure they do not receive targeted advertising from Apple.

## Disclosure to Third Parties

Refer to Apple's Privacy Policy (included in this folder) to understand how we may share personal information with third-party companies. In addition to what is described in Apple's Privacy Policy, we may provide your student's school with his or her Apple ID and the email address attached to his or her Apple account. With respect to any private iTunes U courses your student may enroll in, please note that their Apple ID and full name will be provided to the course instructor and the associated school.

We may disclose your student's information if we are required by law, legal process, litigation, and/or requests from public and governmental authorities to disclose your student's personal information or if we determine we must do so to enforce our terms and conditions or protect our operations or users. Finally, in the event of a reorganization, merger, or sale, we may transfer any and all personal information we collect to the relevant third party.

## Parental Restrictions

An iPad can give your student access to a wealth of information. However, there may be times when you want to limit your student's access to certain types of content or resources. On your student's iPad, you can set restrictions, such as preventing in-app purchases and designating allowable content. To review Apple's step-by-step guide to setting restrictions on your student's device, please review the Parent Guide at [www.apple.com/education/docs/Apple\\_ID\\_Parent\\_Guide.pdf](http://www.apple.com/education/docs/Apple_ID_Parent_Guide.pdf). **Please remember that once your student's Apple ID is set up, you will need to go to Settings on your student's device, tap General and then Restrictions to access the Restrictions settings. Restrictions are device-specific, so we strongly encourage you to set Restrictions on each Apple device your student may use promptly after creating your student's Apple ID. This is an important step in ensuring oversight of your student's activity on Apple devices.**

## Access, Correction, and Deletion

If at any time you want to access, correct, or delete data associated with your student's account, please contact Apple Support at [www.apple.com/support/appleid/contact/](http://www.apple.com/support/appleid/contact/).

## Parent Confirmation to Administrative Password Reset

There are times when your student may forget the password for his or her Apple ID. Please note that by providing your consent to this Apple Privacy Policy and Parent Privacy Disclosure and Consent, you are confirming that your student's school has the right to reset the password on your student's behalf.

## Parent Consent to Apple Privacy Policy and Parent Privacy Disclosure and Consent

We must obtain your consent to Apple's Privacy Policy, which is incorporated herein by reference, and this Parent Privacy Disclosure and Consent in order for Apple to establish an Apple ID for your student and collect, use, and disclose personal information from him or her. We will not collect, use, or disclose any information from your student if you do not provide your consent. Once you complete this process, the data you provide will be submitted to Apple, and your student will have an Apple ID that can be used at school and at home on an iPad (as well as Mac computers).

**Please note that by signing below, you are consenting to Apple's collection and use of your student's personal information as set forth in Apple's Privacy Policy and this Parent Privacy Disclosure and Consent. Please note: You will need to provide separate consent to any third parties, including apps downloaded to your student's device that collect, use, or disclose the personal information of your student.**

## Contact Us

If you have any questions or concerns regarding Apple's Privacy Policy or the information explained in this Parent Privacy Disclosure and Consent, please contact us at 1-866-328-9102.

By signing below, I agree that I am the parent or guardian of \_\_\_\_\_ [print student's name] and hereby (1) give Apple consent to collect, use, and disclose my student's personal information in accordance with Apple's Privacy Policy and this Parent Privacy Disclosure and Consent, and (2) agree to the iOS Terms and Conditions, iCloud Terms and Conditions, Game Center Terms and Conditions, iTunes Store Terms and Conditions, and the Apple Limited Warranty.

[illegible]

Month

Day

Year

$$\square\square\square - \square\square\square - \square\square\square\square$$

Print email address

Student's Temporary Apple ID