



Cookie Policy

Last Updated: August 22nd, 2022

Where privacy is concerned, being transparent about how we collect and use data related to you is at the heart of what we do (you can review our [Privacy Policy](#) to learn how we protect your privacy in our use of cookies and other information).

This Cookie Policy applies to any Edpuzzle product or service (jointly, "Services") that links to this policy or incorporates it by reference. By continuing to visit or use our Services, you are agreeing to the use of cookies and similar technologies for the purposes described in this policy.

What are cookies?

"Cookies" are small pieces of text sent to your browser by a website you visit. They help that website remember information related to your visit, which can both make it easier to visit the site again and make the site more useful to you.

In addition to cookies, we (or our service providers) may use other similar technologies to collect and store information about you, including clear GIFs (also known as "web beacons"), "tags," and "scripts," (collectively, "Tracking Technologies"). Edpuzzle uses these Tracking Technologies to tailor the Services for you, and to help the Services work better for you – for example, by remembering your language preferences.

EDPUZZLE DOES NOT USE OR DISCLOSE INFORMATION COLLECTED THROUGH TRACKING TECHNOLOGIES FOR THIRD-PARTY ADVERTISING PURPOSES ON THE SERVICES (INCLUDING BEHAVIORALLY TARGETED ADVERTISING TO STUDENTS OR CHILDREN). As previously mentioned, and as further described below, we use these technologies in many ways to provide a seamless and safe experience on the Service, including the provision of certain helpful features, to understand and measure how the Services are used by teachers and students, and for security purposes. Third parties that you interact with as you use the Services may also use these technologies for a variety of purposes.

Your browser or device may offer settings related to Tracking Technologies – review your browser or device settings to learn about your options (although browsers for mobile devices may not offer this visibility). Note, however, that the Services may not recognize or respond to browser or device signals around tracking, and that changing these settings may impact your ability to use certain features on the Service.



What types of Tracking Technologies can be used?

Type of Tracking Technology	Description
Cookies	Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to “remember” you and your preferences, either for a single visit (through a “session cookie”) or for multiple repeat visits (using a “persistent cookie”). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as “first party cookies”), or by third parties, such as those which serve content or provide analytics services on the website (“third party cookies”).
Local Storage	Local storage enables a website or application to store information locally on your device(s). Local storage may be used to improve the Services experience, for example, by enabling features, remembering your preferences and/or speeding up site functionality.
Other Technologies	We also use other Tracking Technologies, such as web beacons, scripts and tags for similar purposes as described in this Cookie Policy.

What purposes are Tracking Technologies used for?

- Strictly Necessary: Strictly necessary cookies are indispensable for our website(s) to provide basic functions, such as signing into the Services. They allow you to navigate back and forth between pages without losing your previous actions from the same session.
- Functionality: Functionality cookies allow our website(s) to remember your site preferences and choices you make on the site(s), such as your language. This allows the website(s) to provide personalized features. They are anonymous and don’t track browsing activity across other websites.
- Performance: We use performance cookies (either by ourselves or by engaging third parties) specifically for gathering data on how you use our website(s), which pages of said website(s) you visit most often, or if they get



any error messages, among others. These cookies monitor the performance of the site as you interact with it and help us understand how you use and engage with the Services, in order to further develop the Services and provide you with an even better experience. We may use these technologies to measure, for example, which features on our Services are most popular and which ones could use some improvement.

- **Security:** These kinds of cookies help us keep our Services safe by supporting and enabling security features, as well as helping us detect suspicious activities that are in breach of our Terms of Service or otherwise pose a threat to our ability to provide our Services. We use security cookies, among others, to authenticate users and to prevent fraudulent use of login.
- **Marketing:** These cookies track your activity within certain pages, such as our product pricing pages, to eventually send you commercial communications (if proper consent has been provided in that sense, as applicable), and for similar marketing purposes.

What types of Tracking Technologies does Edpuzzle use?

Name	Content	Tracking technology	Category	Purpose
token	String with authentication token	Cookie	Strictly necessary	User authentication.
edpuzzleCSRF	String with CSRF token	Cookie	Security	Prevent cross-site request forgery (CSRF).
aws-waf-token	String with Firewall authorization token, managed by AWS WAF	Cookie	Security	Protect against Account Takeover.
<i>preferredLanguage</i>	String with visitor's preferred language	Cookie	Functionality	Remember user language preference.

How do third parties use Tracking Technologies on the Services?

In addition to Edpuzzle's own Tracking Technologies, we rely on other companies to help us analyze how our Services and related websites are used, and for the purposes outlined in section "What purposes are Tracking Technologies used for?" above.

The following third parties may use web measurement and customization technologies (such as cookies) in conjunction with the provision of these services:



Provider	Tracking Technology	Category	Purpose	References
Google Analytics	Third-Party Cookies	Performance	Measure how users interact with web content.	Google Analytics Cookie Usage on Websites
Hubspot	Third-Party Cookies	Marketing	Host marketing-related web pages and send marketing communications.	Hubspot Cookie Policy
Mixpanel	Third-Party Cookies	Performance	Measure how users interact with web content.	Mixpanel Cookies and Tracking Technologies
MTCaptcha	Third-Party Cookies	Security	Spam and abuse protection.	MTCaptcha Cookie Declaration
New Relic	Third-Party Cookies	Performance	Performance monitoring of the web application.	New Relic Cookies Used by Browser
Stripe	Third-Party Cookies	Functionality	Payment processing.	Stripe Cookie Policy
Zendesk	Third-Party Cookies	Functionality	Customer support management.	Zendesk Cookie Policy

You can find more information on our third-party service providers by reviewing the section “Security Measures” in our [Privacy Policy](#).

Third parties may also use cookies on their own websites and applications in connection with our Services (and related websites), such as social media sharing features from Facebook and Twitter and authentication from Clever, Google and Microsoft.

Provider	Tracking Technology	Category	Purpose	References
Google Sign-In	Third-Party Cookies	Strictly necessary	Service sign-in.	How Google Uses Cookies
Clever Sign-In	Third-Party Cookies	Strictly necessary	Service sign-in.	Clever Cookie Notice
Microsoft Sign-In	Third-Party Cookies	Strictly necessary	Service sign-in.	Microsoft Privacy Statement



How are Tracking Technologies used on unregistered users?

If you are a visitor, meaning you either do not have an account on our Services or you have logged out of your account, we still use Tracking Technologies to, for example, remember your language preferences during the time you spend visiting our websites (within the same session) or help you log in faster the next time you access our Services, as applicable.

We also place cookies on your browser or device if you have visited our websites to help us protect our Services and related websites from harmful or malicious activities (e.g., detect and prevent DoS and account takeover attacks or the massive creation of fake accounts, among others).