

PRIVACY POLICY



KAPLAN HIGHER EDUCATION PRIVACY POLICY / YOUR PRIVACY RIGHTS

Last Updated: December 8, 2009

Welcome to the informational Website ("Informational Site") for Kaplan University, a division of Kaplan. This is the Privacy Policy for the Kaplan Higher Education web site (the "Site"), which is operated by Kaplan, Inc. ("Kaplan," "we," or "us"). This Privacy Policy applies only to the Site and not to other websites or services operated by Kaplan or its subsidiaries or affiliates.

Your privacy is very important to us and we are committed to protecting it. We understand that you need to be in control of your personal information. This Privacy Policy explains the manner in which we collect personal information from you and the purpose for that collection. This Privacy Policy is designed to ensure that you are aware of how your personal information is being used and to provide you with choices about that use. By visiting the Site or submitting your personal information, you accept the terms described in this Privacy Policy.

COLLECTION OF PERSONAL INFORMATION

We collect information that identifies you, such as names, postal addresses, and email addresses ("personal information"), when voluntarily submitted by our visitors. We receive and store any information that you choose to enter through the Site, including any submissions that you make or content you provide on or through the Site.

We do not knowingly collect information from children under the age of 13. Should we learn that a child under 13 has provided us with personal information, we will delete that information from our database.

AUTOMATED INFORMATION COLLECTIONS

A cookie is a string of information that is sent by a Web site and stored on your hard drive or temporarily in your computer's memory. We may employ cookie technology to identify you, track your use of the site, to help you move faster through our Site, to estimate our total audience size and traffic, and to help us improve our Site's experience by measuring which site areas are of greatest interest to users. You can turn off the ability to receive any of these cookies by adjusting the browser in your computer, but you should note that disabling cookies in your browser may also prevent other websites from placing cookies on your computer. If you do this, it may materially affect the functionality of the Site and the information you can access through it. If you wish to find out more about cookies, or how to refuse cookies, please visit the Interactive Advertising Bureau's web site at www.allaboutcookies.org.

We collect data when you visit most pages on the Site. Your visit may automatically provide us with data about your computer, such as your IP (Internet Protocol) address, browser type, operating system, domain name, access times, and referring web site addresses. Some parts of the Site may use embedded pixel or other technologies to track and facilitate your use of the Site, including the activities in which you participate or the pages you view.

We use this automated data to obtain general statistics regarding the use of the Site and its specific web pages and to evaluate how our visitors use and navigate the Site on an aggregate basis.

HOW WE USE THIS INFORMATION

We may use the information we collect about you in connection with providing services offered on the Site, including in the following ways:

- For the purpose for which you specifically provided the personal information, for example to respond to a specific inquiry.
- To send you notifications about your accounts or transactions with us and to otherwise contact you with information that we believe will be of interest to you.
- To notify you about our products and services and special offers.
- To analyze our business or use of the Site, enhance existing features, or develop new features products and services.
- To allow you access to the Site to post your own content or communicate with others.
- As otherwise described to you at the point of collection.

We may combine the information that we collect from you on the Site with information that we collect from third parties, including our affiliates or subsidiaries.

SHARING WITH THIRD PARTIES

We may share the information we collect about you in limited circumstances, including:

- With service providers that perform certain functions on our behalf, including processing information that you provide to us on the Site, operating the Site or portions of it, or in connection with other aspects of our business.
- With all visitors to the Site, to the extent that you submit information to a portion of the Site designed for public communications.
- With our affiliates and subsidiaries.
- To selected third parties for direct marketing purposes, although you may choose upfront and at no cost that we not share your personal information with these third parties for direct marketing purposes by notifying us at webassist@khec.com.
- To respond to subpoenas, court orders, or other legal process, in response to a request for cooperation from law enforcement or another government agency, to investigate, prevent, or take action regarding illegal activities, suspected fraud, or to enforce our user agreement or privacy policy, or to protect our rights or the rights of others.
- In connection with a corporate transaction involving Kaplan;
- In aggregated or another non-personally identifiable form to third parties for various business purposes, including to improve the quality of our business, the Site, and the products and services we offer.
- As otherwise described to you at the point of collection or pursuant to your consent.

KAPLAN UNIVERSITY PRIVACY POLICY

You can let us know, upfront and at no cost, that you do not wish us to share your information with third parties for marketing purposes or to notify you about our own products and services and special offers by sending us a written request either by email to webassist@khec.com, including the word “Unsubscribe” in the subject line, or by writing to:

Attn: Unsubscribe
Kaplan University Online Programs
6301 Kaplan University Avenue
Fort Lauderdale, FL 33309

REVIEW AND CORRECTION

You may review and update the personal information you have provided to us contacting us at webassist@khec.com or by writing to:

Attn: CRM Update
Kaplan University Online Programs
6301 Kaplan University Avenue
Fort Lauderdale, FL 33309

SECURITY

We care about protecting the security of your personal information, and we have implemented security procedures to protect the personal information that you provide to us. However, no method of transmitting or storing electronic data is ever completely secure, and we cannot guarantee that such information will never be accessed, used, or released in a manner that is inconsistent with this policy.

LINKS TO OTHER WEB SITES

We may make content or services from other web sites including our affiliated or co-branded web sites, or other Kaplan group web sites, available to you from links located on this site. These other web sites are not subject

to this Privacy Policy. We recommend that you review the Privacy Policy at each such web site to determine how that site protects your privacy.

TRANSFER OF DATA OUTSIDE OF YOUR HOME COUNTRY

Your information may be stored, processed and accessed in the United States or any other countries where Kaplan has facilities. By using the Site, you consent to the transfer of information outside your country.

QUESTIONS ABOUT DATA COLLECTION AND PROCESSING

You may ask questions about the data you have submitted through this Site by using the information below to contact us.

CHANGES TO THIS POLICY

From time to time we may modify this Policy. We will notify you of any material change by sending a notice to the e-mail address you provided to us or by placing a prominent notice on our Web site. You can view the most recent version of the Privacy Policy at any time by clicking the “Privacy Policy” link at the bottom of pages on the Site. Your continued use of the Site after any modification indicates your agreement to the new terms.

HOW YOU CAN CONTACT US

If you have any questions or concerns about this Privacy Policy, you may contact us at: webassist@khec.com.