

IntelliBoard Privacy Policy

IntelliBoard, Inc.

470 James Street, Suite 007

New Haven, CT 06513

www.intelliboard.net

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The IntelliBoard platform imports personal data from its clients' learning management systems, other client-permitted integrations, and client-uploaded data to the IntelliBoard platform.

Introduction

IntelliBoard cares about your privacy. Privacy is a fundamental right for all individuals, globally. Our clients trust us with the personal information of their employees, students, and other users within their respective systems.

We take the obligations that are attached to this information very seriously.

IntelliBoard imports information from learning management systems, other client-permitted integrations, and client-uploaded data to the IntelliBoard platform, for the explicit purpose of providing that information in a format to be used exclusively by the client. We do not and will not sell or rent your data to third parties unless this is required in the context of changes to our business structure such as a merger or acquisition.

IntelliBoard Privacy Principles

- IntelliBoard does not sell or share client data.
- IntelliBoard does not own the content you export to the IntelliBoard platform. Clients are the only owners of their own data.
- IntelliBoard consistently updates its security best practices to ensure ongoing protection.
- IntelliBoard is compliant with FERPA, COPPA, CCPA/CPRA, GDPR, and other applicable privacy laws.
- IntelliBoard is transparent about our practices.
- IntelliBoard does not advertise within the IntelliBoard platform.
- IntelliBoard uses security practices aligned with SOC 2 and ISO compliance.

1. General

IntelliBoard, Inc., its subsidiaries, and affiliates (“we” or “us”) value our clients and respect their privacy, and are committed to ensuring the privacy and security of personal information (“Personal Data”) shared or collected while using our website, our applications, and any services we offer (collectively, the “Services”). This privacy policy (“Privacy Policy”) informs you about how we collect, use, and disclose your Personal Data.

Terms capitalized but not defined in this Privacy Policy shall have the meaning ascribed to them in our Terms of Service.

This Privacy Policy does not govern privacy practices associated with offline activities, websites other than ours, or practices of third parties that we do not own or control, such as our partners or other third-party service providers appearing through the Services. If you have objections to the Privacy Policy, you should immediately discontinue the use of the Services.

The Services are intended for adults with organizational/institutional permissions to view the content displayed through the Services. The Services are not intended for the administration and creation of accounts for anyone under 13 years of age, or those without the Client’s express permission to access or view the content provided to them.

Personal Data that is processed by the Services is done so through explicit permission of the subscriber(s) of the Services. Data processed from any user data shared by the subscriber(s), including those under 13 years of age, is done so through the explicit permission of the subscriber(s) of the Services. This data is only accessible by the subscriber(s) of the Services.

1.1. Children’s Privacy: COPPA

IntelliBoard supports the guidelines and regulatory requirements provided in the Children’s Online Privacy Protection Act (COPPA). Wherein a client or institution exports data (instructs the IntelliBoard platform to import or “collect” it) regarding children under the age of 13, IntelliBoard processes and retains such information solely to provide the services on behalf of the customer and for the purposes set forth in the agreement with the customer.

1.2. United States: FERPA and State Education Privacy Laws

IntelliBoard provides a service to educational institutions. Through the provision of these services, we process personally identifiable information from or about students (“Student Data”), which includes educational records governed by the Family Educational Rights and Privacy Act (FERPA).

IntelliBoard acts as a “school official” under FERPA with a legitimate educational interest, using Student Data solely to provide analytics services as instructed by the institution. IntelliBoard does not use Student Data for marketing, advertising, or any commercial purpose unrelated to the Service.

Our collection, use, and sharing of Student Data are governed by our contracts with educational institutions, FERPA, COPPA, and other applicable state and federal laws.

1.3. General Data Protection Regulation (GDPR)

Individuals and data protection supervisory authorities in the EU and the UK may contact our data protection representatives according to Articles 27 EU and UK GDPR:

- EU: DP-Dock GmbH, Attn: IntelliBoard, Inc., Ballindamm 39, 20095 Hamburg, Germany
- UK: DP Data Protection Services UK Ltd., Attn: IntelliBoard, Inc., 16 Great Queen Street, Covent Garden, London, WC2B 5AH, United Kingdom
- Email: IntelliBoard@gdpr-rep.com
- Owner Contact Email: privacy@IntelliBoard.net

2. Changes in Privacy Policy

We may update this Privacy Policy at our sole discretion. Material changes will be posted on our website with the “Last Updated” date revised. Continued use of the Services after such changes constitutes acceptance.

3. Collection of Information

3.1. Directly Provided Data

We collect Personal Data you provide when you register or use the Services, including name, email, organization, and payment information.

3.2. Customer Data (PRO)

For IntelliBoard PRO, we import personally identifiable information from your LMS (e.g., student records subject to FERPA). This data is stored on our servers (hosted by AWS) solely to deliver analytics.

3.3. Transient Processing (Lite)

For IntelliBoard Lite, no Customer Data is stored. Data is retrieved transiently via Moodle REST APIs, processed in real-time on our servers, and discarded immediately after the request completes. No FERPA Records or PII are retained.

3.4. Automatic Collection

We automatically collect non-personal information such as IP address, browser type, device information, and usage data (e.g., pages visited, session duration).

3.5. No Supplementation for Lite

For Lite, we do not supplement or store LMS data. Automatic collection is limited to service functionality and fraud prevention.

4. Location-Based Services

Location-Based Services do not apply to IntelliBoard Lite, as no location data is collected or used. For PRO, location services are optional and require explicit user enablement.

5. How Client Information Is Used

We use Personal Data only as follows:

- (a) To perform the IntelliBoard Service for the Customer;
- (b) To develop, test, and improve the Service;
- (c) To produce anonymized or aggregated statistical reports;
- (d) To comply with legal obligations (e.g., court orders);
- (e) For routine business operations (billing, support, authentication).

We do not:

- Sell or share Personal Data;
- Use Customer Data for cross-context behavioral advertising;
- Combine Customer Data with data from other customers;
- Retain LMS data beyond what is necessary to provide the Service.

For Lite, data is used only transiently for report generation and is not stored or reused.

6. Tracking, Cookies, and Similar Technologies

We use cookies and similar technologies (e.g., Google Analytics, Pendo) to analyze site usage and improve the Service. These tools process only website usage data, not LMS data.

We do not classify analytics as a “sale” or “sharing” under CCPA/CPRA or equivalent laws. These services operate under “business purposes” and do not involve cross-context behavioral advertising.

You may manage cookie preferences via your browser. We do not honor “Do Not Track” signals.

7. Legal Basis for Processing (GDPR)

We process Personal Data only where one of the following applies:

- Consent (for marketing, where applicable);
- Performance of a contract (to deliver the Service);
- Compliance with a legal obligation (e.g., FERPA, GDPR);
- Legitimate interests (e.g., security, service improvement), balanced against your rights.

8. Data Retention

- PRO: Customer Data is retained for the duration of the subscription and as required by law.
- Lite: No LMS data is retained - processing is ephemeral and ends with each API request.
- Website usage data is retained only as long as necessary for business purposes.

Upon verified deletion request from the Customer (acting on behalf of a data subject), we will delete or anonymize all identifiable records within 30 days and exclude the data from future AI/ML model training.

9. AI and Predictive Analytics

If you enable predictive analytics (e.g., at-risk learner identification):

- You are responsible for providing clear notice and opt-out mechanisms to end-users;
- You must conduct impact assessments where required by law;
- We provide model documentation and bias testing reports upon request;
- We will exclude a data subject’s data from future model training upon verified deletion request.

AI/PLA features are not enabled by default in Lite and require explicit Customer activation.

10. Your Privacy Rights

10.1. General Rights

You may exercise the following rights, where applicable:

- Access, correct, or delete your Personal Data;
- Restrict or object to processing;
- Data portability;
- Withdraw consent (where processing is based on consent).

10.2. How to Exercise Rights

- End users (e.g., students): Contact your institution first.
- Direct customers: Submit requests to privacy@intelliboard.net.

We will respond within 45 days. Requests must be verifiable.

10.3. California Privacy Rights

California residents have the right to:

- (a) Know what personal information we collect;
- (b) Request deletion;
- (c) Opt out of “sale” or “sharing.”

We do not sell or share personal information. Submit requests to privacy@intelliboard.net.

10.4. U.S. State Privacy Rights (2025)

This section applies to residents of California, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Minnesota, Tennessee, and Maryland.

- We do not “sell” or “share” personal information.
- We do not process sensitive data for profiling without explicit authorization.
- Universal opt-out requests may be submitted to privacy@intelliboard.net.

11. International Data Transfers

Customer Data may be transferred internationally. For EEA/UK data, we rely on Standard Contractual Clauses (SCCs). Full details are available in our Data Processing Addendum.

12. Security

We implement technical and organizational measures (e.g., encryption, access controls, audits) to protect Personal Data. Our practices align with SOC 2 and ISO standards.

13. Subprocessors

We use trusted subprocessors (e.g., AWS, Google, Salesforce, OCI) to deliver the Service. A full list is available in our DPA.

14. Contact Us

- End users: Contact your institution first.
- All other inquiries: Email privacy@intelliboard.net.

Lite-Specific Provisions

(Applies exclusively to IntelliBoard Lite)

- Introduction: No personal data is imported or persistently stored. Data is accessed transiently via Moodle REST APIs for real-time processing and report generation, without retention beyond the request duration.
- Section 1 (General): Personal Data is not collected or stored; processing is transient.
- Section 3 (Collection): No data is imported or stored; processing is ephemeral.
- Section 4 (Location Services): Does not apply - no location data is collected.
- Section 5 (Use of Information): Information is used transiently for report generation; no storage or further use occurs. LMS data is not transferred to third parties.

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