

Alana Robinson  
Week 3 Privacy Terms

[Classcraft](#) vs [Class Dojo](#)

Both Classcraft and ClassDojo are digital behavior management tools as well as engagement classroom tools. I use both tools with my students. Classcraft is for middle and high school students and ClassDojo is for elementary students. ClassDojo is a communication platform that helps teachers encourage students in class and engage parents and other teachers. Class Dojo is also used as a communication and messaging app for parents. Each app lists its privacy policy on its website.

Classcraft: What data is collected & maintained and how they may or may not use it

- Classcraft collects a ton of data: Here's what they collect - student first and last name, email, student ID assigned by district and app, student app username and passwords, student curriculum progression known as quests and student assignments, student use of avatar and pet system, powers system discussion, app messaging to teachers, student conduct or behavioral data, grade level and class name, application use statistics. The information is collected from the user or through cookies and is maintained and used within the school environment. The collected data is never used for marketing or disclosed to third parties.
- ClassDojo: What data is collected & maintained and how they may or may not use it  
ClassDojo collects the first and last names of teachers, parents, students, school leaders, and logged-in users. The data is collected directly from the user from their website or mobile app or when a user fills out surveys or through their customer service email. The information is used to send an SMS message to invite a (potentially) non-logged-in user to ClassDojo for support or a survey or to let a ClassDojo team member contact the individual. The data is shared with Sendgrid in the U.S. to help the company send friendlier emails. The information is stored on AWS (Amazon Web Service) servers in the U.S. and MLab in the U.S. and back-ups are in the exact locations (AWS/MLab in the U.S.) and Zendesk in the U.S. and SurveyMonkey in the U.S.