

## Privacy Terms Assignment

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### **Sporcle vs Khan Academy**

#### Summary:

I am investigating Khan Academy and Sporcle. With Khan Academy, I was impressed by the site's privacy policy, particularly the steps taken to safeguard children using the site. The site seems to collect info as necessary to improve their webpage, but they don't sell data or serve targeted advertisements. In contrast, Sporcle definitely collects data as part of its primary means of making money, which is serving ads to users. Sporcle collects personal data and combines that with other data about the users from 3<sup>rd</sup> parties, which is all used to serve up specifically-targeted ads to the user.

#### Khan Academy Overview

- Info is collected including general location, birthdate, email
- De-identified data may be used for data analytics/improving the website
- No selling to 3<sup>rd</sup> parties
- Info may be shared with 3<sup>rd</sup> parties such as vendors or contractors working with the site to improve performance
- Sponsors can display content on the site but no personal information is shared with them
- Personal info is encrypted
- "Privacy-Enhanced Mode" for YouTube videos
- For users under age 13:
  - Restrict child accounts to automatically block disclosing personal info
  - No posting to forums (parents can enable children to post but the default is that they can't)
  - Must have consent of parent OR school
  - No emails sent to child (emails go to the parent instead)
  - Username and progress info is shared with Coach/teacher
  - No targeted advertising

#### Sporcle Overview

- Info collected includes any basic info provided by the user, plus activity on the site
- Location info is collected only if you consent to it
- Cookies are used but can be disabled
- May collect info about you from 3<sup>rd</sup> parties such as advertising networks
- Personal info and cookies are used to target advertising to you
- Personal info also used to improve the site

- Personal info may be shared with vendors who assist the functioning of the site (such as payment processing)
- Public information is public (so if you leave a comment, for example, that comment is viewable to the public)

### Similarities

- Both sites collect data directly from the users
- Both sites use personal data to improve the performance of the site
- Both sites share personal data with 3<sup>rd</sup> party subcontractors to improve site performance/perform normal site functions

### Differences

- Sporcle collects data about you from 3<sup>rd</sup> parties, while Khan Academy does not
- Khan Academy collects location data while Sporcle does not (unless you opt in)
- Khan Academy specifically says that it does not sell personal data to 3<sup>rd</sup> parties. Sporcle does not specify but the policy suggests that they may sell personal data to 3<sup>rd</sup> parties
- Khan Academy does not share personal info with advertisers, while Sporcle does
- Khan Academy has specific additional protections for users under age 13, while Sporcle does not (or at least doesn't list any). For example, children who use Khan Academy are not able to post to public forums whereas any Sporcle user can leave comments that are publicly viewable