Your use of this site, in any and all forms, constitutes an acceptance of [Instanteach’s Privacy Policy](https://drive.google.com/open?id=1cMo337Y8X82WaCQ_WHKiF_kBwKQHumsyiMTQ4_IN05I). (In case you were wondering 😉)

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At Instanteach (<http://instanteach.com/>), the privacy of our visitors is extremely important. This Privacy Policy outlines the types of personal information that is received and collected and how it is used in a clear and transparent statement that can be inspected by all our users. As English Teachers, we assume that our users have a good enough understanding of the English Language to understand and consent to this Privacy Policy. If you have any further doubts on how we store contact details and data, please free to contact us [here](http://instanteach.com/contact-us).

This Privacy Policy is reviewed and revised from time to time. You will want to revisit it regularly. Your use of this site, in any and all forms, constitutes an acceptance of this Privacy Policy.

**THE INFORMATION WE COLLECT**

Instanteach collects a variety of information that you provide directly to us. We process your information in order to provide you with the Services that you have requested. Without the information you provide, we cannot provide you with the Lesson Plan Service that you have requested by using Instanteach. By providing us with your Email Address, you are consenting to be contacted through Email by Instanteach in order to serve you the Lesson Plan Service and for general communication and marketing purposes. You are entitled at any point to inform through email that you want us to stop contacting you and/or to erase your contact details. If you do so, we will be obliged to erase all your contact details and information you have previously entered in Instanteach from our records as per your request.

**Information You Provide to Us:**

* Instanteach collects information that you provide through the page:

[**http://instanteach.com/material-generator**](http://instanteach.com/material-generator)

* Requests or questions you submit to us via online forms or email (e.g., support or user research participation forms).
* Your communications and dealings with us.
* Requests for customer support and technical assistance
* Information about you and your students. The types of information we collect will depend upon the Services you use, how you use them, and what you choose to provide. The types of data we collect directly from you which include: name and email address and general information you provide about your students.

**Information about others**. If you choose to recommend other teachers to this service to invite a friend to the Services, we will ask you for that person’s contact information, which may include their email address or their social network identity, and automatically send them an invitation. Instanteach stores the information you provide to send the invitation, to register your friend if your invitation is accepted.

**Information We Automatically Collect.** When you use our Lesson Plan Services, including, but not limited to, when you access the Services via our websites, your mobile devices, and Instanteach software/applications, we automatically collect certain information as described in this section. As discussed further below, we use a variety of technologies, including cookies and similar tools, to assist in collecting this information. We also use a third-party web analytics services ( [Google Analytics](https://marketingplatform.google.com/about/analytics/)) on our website to assist us in collecting and analyzing the information discussed below:

**Log Files**: When you use the Services, our servers automatically record certain information in server logs. These server logs may include information such as your web request, Internet Protocol (“IP”) address, browser type and settings, referring / exit pages and URLs, number of clicks and how you interact with links on the Services, metadata associated with uploaded Content, domain names, landing pages, pages viewed, mobile carrier, date and time stamp information and other such information.

**Device Identifiers:** When you access the Services using a mobile device, we collect specific device information, including your MAC address and other unique device identifiers through Google Analytics. We also collect information such as the type of device you are using, its operating system, and mobile network information, which may include your mobile phone number. We may associate this device identifier with your usage and will use data associated with your device identifier to customize our Services to your device and to analyze any device-related issues.

**Location Information**: We collect and process general information about the location of the device from which you are accessing the Service (e.g., approximate geographic location inferred from an IP address).

**HOW WE USE YOUR INFORMATION**

We use your information (including any information that we collect, as described in this Privacy Policy) for various purposes depending on the types of information we have collected from and about you and the specific Instanteach Services you use, including to:

* To provide the services you have requested.
* Respond to your request for Lesson Plans and Teaching Material.
* Provide you with more effective and efficient customer service.
* Provide you with service and website updates and information.
* Provide you with service notifications via email and within the Services.
* Contact you by email to provide Instanteach services and inform you about third-party products, services, surveys, research studies, promotions, special events and other subjects that we think may be of interest to you.
* Customize the advertising and content you see on the website.
* Help us better understand your interests and needs, and improve the Services.
* Derive insights from your use of different Instanteach services.
* Engage in analysis, research, and reports regarding the general use of our Services.
* Provide, manage, and improve our Services.
* Protect our Services and our users from malicious usage.
* Understand and resolve technical problems and other issues being reported.

**Combined Information.** You consent that, for the purposes discussed in this Policy, we may combine the information that we collect through the Services with information that we receive from other sources, both online and offline and use such combined information in accordance with this Policy.

**Aggregate/De-Identified Data.** We may aggregate and/or de-identify information collected through the Services so that such information can no longer be linked to you or your device (“Aggregate/De-Identified Information”). We may use Aggregate/De-Identified Information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, sponsors, event promoters, and/or others. By using the Services, you consent to such use.

**ONLINE ANALYTICS AND ADVERTISING**

**Analytics**. We use third-party web analytics services of [Google Analytics](https://marketingplatform.google.com/about/analytics/) on our Services to collect and analyze the information discussed above and to engage in auditing, research, and reporting. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking [here](https://tools.google.com/dlpage/gaoptout).

If you receive an email from us, we may use certain analytics tools, such as clear GIFs or pixels to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to gauge the effectiveness of our services, general communications, and marketing campaigns.

**Online Advertising.** Instanteach is a free service which everyone has access to. As such,an important source of revenue of Instanteach comes from in-site and sponsored email advertising which allows to provide this free service. Third parties or affiliates may administer Instanteach banner advertising programs. To do so, these parties may set and access first-party cookies delivered from an Instanteach domain, or they may use third-party cookies or other tracking mechanisms. For example, a third-party provider may use the fact that you visited the Instanteach website to target online ads for Instanteach services to you on non-Instanteach websites. Or a third-party ad network might collect information on the Services and other websites to develop a profile of your interests and target advertisements to you based on your online behavior. These parties that use these technologies may offer you a way to opt out of ad targeting as described below. You may receive tailored advertising on your computer through a web browser.

If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the [Network Advertising Initiative’s Consumer Opt-Out link or the Digital Advertising Alliance’s Consumer Opt-Out link](http://optout.networkadvertising.org/) to opt-out of receiving tailored advertising from companies that participate in those programs. To opt out of Google Analytics for display advertising or customize Google display network ads, you can visit the [Google Ads Settings](https://adssettings.google.com/) page. Please note that we do not control any of the above opt-out links or whether any particular company chooses to participate in these opt-out programs. We are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

**HOW WE SHARE YOUR INFORMATION**

Instanteach will share your information in the following ways:

* Affiliates and Subsidiaries. We may share all information we collect within the Instanteach organisation.
* Aggregate/De-Identified Information. From time to time, Instanteach may share Aggregate/De-Identified Information about the use of the Services, such as by sharing or publishing a report on usage trends. As stated above, this Policy places no limitations on our use or sharing of Aggregate/De-Identified Information.
* Sponsors of our website that might have access to your contact details for marketing purposes. If you tell us to delete your contact details from our records, rest assured that our sponsors will also no longer have access to them.

**THIRD PARTY LINKS AND SERVICES**

The Services might contain links to third-party websites such as social media sites. If you choose to use these sites, you may disclose your information not just to those third-parties, but also to their users and the public more generally depending on how their services function. Because these third-party websites and services are not operated by Instanteach, Instanteach is not responsible for the content or practices of those websites or services. The collection, use, and disclosure of your personal and other information will be subject to the privacy policies of the third party websites or services, and not this Privacy Policy that you are currently. We strongly recommend that you read the privacy and security policies of these third-parties.