

Live It Earth

Part 1	
Resource Type (Digital or Application)	Digital
Application/Software Title (with links)	Live It Earth https://liveit.earth/
Developer/Vendor	Live It Earth Productions Inc.
Privacy Policy, Terms of Use (Links)	Terms — Live It Earth Privacy Policy — Live It Earth
Description of Application and its Educational Value (Refer to “About Us” page, if applicable) <i>What is the initiative? Describe your initiative in enough detail that a reader who knows nothing about your work will understand the purpose of your initiative and who your partners and other stakeholders are. Describe what you’re doing, how it works, who is involved and when or how long your initiative runs.</i>	Live It Earth is a bilingual suite focuses on place-based, hybrid learning experiences. It offers hours of cross-curricular programming, informed by Indigenous perspectives and supplemented by extensive instructional supports. It includes how-to videos, inquiry guides, slide shows and pro-d materials, and allows for the customization of presentation materials. The website search engine allows teachers to filter resources in relation to BC Curriculum. Eight new programs are added annually in French and English.
Part 2	
Is this initiative a data-linking program under FOIPPA? <i>If yes, this PPIA must be submitted to the Office of the Information and Privacy Commissioner (OIPC). A data linking program is when multiple distinct data sets are used in conjunction with each other. (E.g. MyED information used in School Messenger)</i>	No
Is this initiative a common or integrated program or activity (CIPA)? <i>If yes, this PPIA must be submitted to the Office of the Information and Privacy Commissioner (OIPC). A CIPA is a program or activity that provides one or more services through a public body either working collaboratively or on behalf of other public bodies or agencies.</i>	No
What Personal Information (PI) is involved? <i>List all the PI elements that will be collected, used, and/or stored through the use of this app by (but not limited to): students, staff, parents, and vendors, even unintentionally. If the answer is ‘none’, then skip to PART 5 and submit this PPIA to the Privacy Officer for completion.</i>	Live It Earth requires teachers’ accounts to be set up so that the teacher can access an online classroom where the teacher can add up to 30 students. <ul style="list-style-type: none"> Teachers’ name Teachers’ email address Student’s first name. No other information is collected from students to access the platform and its contents.

	<p>The data below is only collected if a student submits a Featured Question for a live Q&A and parental consent is provided via a signed permission form. Participation in the recorded video is entirely optional.</p> <ul style="list-style-type: none"> • Student's first name and grade • Parent/guardian's name and email address • Teacher's name • Cookies and browser- or device-based identifiers (e.g. cookie IDs, session cookies, persistent cookies) • Financial information (credit card number, transaction records, and other payment info)
<p>Use <i>What is the PI used for (purpose)? Will the PI be used to make decisions that directly affect individuals? Does the vendor/provider use collected PI for other purposes, e.g., to advertise its services to students, teachers or parents?</i></p>	<ul style="list-style-type: none"> • Personal information is used to manage accounts, subscriptions, support requests, and participation in educational activities (with parental consent for students). • Promotional communications are only sent to users who opt in; data is never sold and only shared with partners when consent is given. • Publicly shared content like reviews or student submissions may be reused for marketing if shared publicly or with permission.
<p>Disclosure <i>Who will/might access the PI? How might the vendor/provider share the collected PI? What disclosure to 3rd parties might occur (which 3rd parties) and the type of PI being disclosed/shared. How might disclosed PI be used (see above)?</i></p>	<ul style="list-style-type: none"> • Live It Earth staff, school administrators, and approved service providers (e.g., AWS, DigitalOcean, HubSpot) may access personal information to deliver services, manage accounts, and provide support. • PI may be shared with commercial partners or sponsors only with user consent, and never sold to third parties. • Publicly shared content (e.g., reviews or student submissions) may be reused for marketing purposes if permission is granted.
<p>Security <i>Describe the measures put in place, including those implemented internally and by the provider, to secure the PI and to prevent unauthorized access to the PI. Describe the technical and physical measures in place to protect the PI.</i></p>	<ul style="list-style-type: none"> • Live It Earth secures personal information using SSL encryption, encrypted databases, and firewall protection, with data hosted in secure Canadian data centers (AWS and DigitalOcean). • Student data is only collected with parental consent, and all marketing communications require user opt-in to ensure privacy compliance.
Part 3	
<p>Will any PI be stored outside Canada? <i>Yes or No. If No, skip to PART 4</i></p>	No
<p>Is any of the PI 'sensitive'?</p>	Yes, depending on the usage, it may.

<i>Click on link above to determine if PI is considered sensitive</i>	
Where is the PI being stored? <i>Where, what regions are the PI being stored in, including backups. What hosting providers are being used?</i>	<ul style="list-style-type: none"> PI is hosted in Canadian data centers: AWS Canada (Montreal) and DigitalOcean (Toronto). CRM and marketing data is managed via HubSpot, which may store data outside Canada but is GDPR-compliant (See the reference below).
Part 4	
Ownership and Retention of PI <i>Who owns the PI, according to applicable contracts/agreements. Describe the provisions, controls and guarantees in place on the retention of PI: storage before expiry, backups, destruction/deletion of PI</i>	<ul style="list-style-type: none"> Live It Earth Productions, Inc. (a corporation based in British Columbia, Canada) is the entity that “collects, uses, and otherwise processes” the PI of users on its websites and services. PI is stored securely in Canadian data centers (AWS Montreal, DigitalOcean Toronto), with encryption in transit and at rest; data is retained for up to three years after account inactivity or subscription lapse. Users can request deletion of their PI, which Live It Earth will process unless retention is required for legal reasons.
Accuracy of PI <i>Describe the provisions that allow individuals to request corrections to their PI held within the application/service</i>	Requests for correction of any personal information in Live It Earth’s system can be directed to info@liveit.earth or by mail to at: Live It Earth Productions Inc., 1481 Knox Rd., Nelson, BC, V1L6T4.
Part 5	
Recommendation <i>Recommendation for Approval, Abeyance/Suspension (pending further review) or Rejection, based on a review and assessment of Privacy Risk. For an approval, provide any applicable conditions of use and/or other risk mitigation measures advised to achieve an acceptable level of privacy risk</i>	Approved.
PIA Version	1.0
Date Created	17 September 2025
References	https://www.digitalocean.com/legal/gdpr