

World Book Kids

Part 1	
Resource Type (Digital or Application)	Digital
Application/Software Title (with links)	World Book Kids World Book Kids
Developer/Vendor	World Book, Inc.
Privacy Policy, Terms of Use (Links)	Terms and Conditions of Use - World Book Online Privacy Policy - World Book Online
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>	World Book Kids is developed especially for elementary-aged users, featuring image-driven navigation and an intuitive experience. Kids have an uncluttered interface, easy-to-understand content, and engaging games, science projects, and activities (Focused Education).
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>	<p>*** No personal information (PI) is collected, used, or stored when you use the login credentials provided by your teacher or school district. ***</p> <p>The personal information (PI) listed below will be collected, used, and/or stored when users (students, school staff, parents, etc.) register and create an account on one of the World Book Online products.</p> <ul style="list-style-type: none"> Identifying information (Name, email address, login credentials, school info) Device information (IP address, device info, browser type, location, cookies) Payment information (Billing details if you sign up for a subscription)

Use <i>What is the PI used for (purpose)?</i> <i>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>	<ul style="list-style-type: none"> • To provide, support, and maintain World Book service access, account management, and support communications; and to produce aggregate usage information. • PI is not sold or used for targeted advertising, and service communications are strictly related to account and service operation.
Disclosure <i>Who will/might access the PI?</i> <i>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>	<ul style="list-style-type: none"> • Authorized World Book employees and agents, the subscribing school/library or institution's administrators, and other users may access PI only if a user voluntarily publishes content. • PI may be shared with contracted service providers (e.g., hosting, technical support), the subscribing institution, legal authorities when required. • Shared PI is limited to account/login information and technical or usage data, and is used only to operate the service, support institutional access, meet legal obligations, or complete business transfers—not for advertising or marketing.
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>	<ul style="list-style-type: none"> • World Book uses industry-standard encryption (TLS/SSL) for data in transit and employs multi-layered security controls to protect PI from loss, misuse, or unauthorized access. • Access to PI is limited to authorized World Book personnel on a need-to-know basis, supported by staff security practices and Terms of Use that prohibit unauthorized system access.
Part 3	
Will any PI be stored outside Canada? <i>Yes or No. If No, skip to PART 4</i>	Yes
Is any of the PI '<u>sensitive</u>'? <i>Click on link above to determine if PI is considered sensitive</i>	No
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>	PI is stored and processed in the United States, and users outside the U.S. (including Canada) consent to cross-border transfer and storage of their data. Backups and retained data are also kept within U.S. infrastructure, and World Book does not publicly identify specific third-party hosting providers.
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"> • PI is generally retained for up to five years from last contact, with backups stored as needed to fulfill service and legal obligations. • Users, including parents/guardians of minors, can request correction, deletion, or restriction of their PI where permitted by law, and World Book

	complies with applicable U.S. privacy protections.
Accuracy of PI <i>Describe the provisions that allow individuals to request corrections to their PI held within the application/service</i>	For any privacy-related inquiries or to request updates or deletion of personal information, please email slhelp@worldbook.com or contact: World Book 180 N. LaSalle St., Suite 900 Chicago, IL 60601
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	30 December 2025
Other References	Kids Online Encyclopedia, Activities & Games World Book