Accelerated Pathways
Privacy Statement

Effective Date: January 1, 2020

What is the Accelerated Pathways program?

The Accelerated Pathways program (the “Program”) is a suite of services offered to assist individuals in identifying and enrolling in appropriate educational pathways. The Program offers information and support to individuals who are interested in seeking more education. Pearson Education, Inc. (“Pearson” or “we” or “us”) works in collaboration with employers and education providers to make the Program available.

What does this Privacy Statement cover?

This Privacy Statement explains the way Pearson collects, uses, maintains and discloses information collected through the Program. This Privacy Statement applies only to Pearson services and Pearson web pages/sites (“Webpages”) related to the Program, including online contact forms that you may complete to request information about the Program. Other websites and programs, including websites linked from Webpages, may have their own privacy policies and practices.

What personal information does Pearson collect through the Accelerated Pathways program? How does Pearson use that personal information?

Information Requests. If you complete a contact form on a Webpage or otherwise request help or information from us, we will collect personal information so that we can contact and communicate with you, address your requests and provide information and messages to you about educational programs that may be available. This information may include contact information, such as your name, email address and phone number and the name of your employer, together with your question or request.

Cell Phone – Text Messaging and Calls. If you provide your cell phone number to us and indicate that we may contact you by phone or text message, we may call you and send you text messages to share information related to the Program and to provide enrollment and educational program support to you. Message, call and data rates of your carrier may apply. You may opt out of receiving these calls and text messages at any time by telling us in a phone call, contacting us or following the instructions contained in a text message. You are not required to provide your cell phone number or consent to receiving phone or text messages in order to receive information and support through the Program.
**Academic Support.** If you contact or work with an academic advisor, we may collect personal information so that we can help you explore eligible educational program options, apply for enrollment in such eligible educational programs, and understand potential financial aid and employer tuition benefits. The personal information may include information about your employment history and educational background, such as employers, work experience, schools, areas of study, grades, transcripts and other educational records, together with personal financial information and any other information that you may choose to share or that may be requested in the advisory, application and enrollment process for an eligible educational program.

**Educational Program Support.** If you enroll in an eligible educational program, we may collect personal information for the purpose of providing educational program support services to you. These support services may include course selection and registration assistance, degree audits and assistance to help you be successful and stay on track to complete an educational program and verify your eligibility for financial aid and employer tuition benefits. The personal information may include information about your coursework, grades and other educational records, together with personal financial information and any other personal information that you may choose to share or that may be requested to enable us to provide appropriate support.

**Feedback.** Pearson may provide you with the opportunity to respond to surveys and to evaluate and provide feedback on the Program. Pearson may use that information to respond to you about your feedback and to address any issues that you may identify.

**De-Identified Data.** Pearson may de-identify and aggregate information collected in connection with the Program and use it to maintain, support and evaluate the efficacy of the Program; conduct educational research; develop new products and services; and for other purposes. Unless required to do so by law, Pearson will not attempt to re-identify such de-identified data.

**Does Pearson use personal information for marketing purposes?**

Pearson may use personal information in order to provide messages and information about eligible educational programs and services that may be available through the Program, from Pearson, or from selected education providers. If you do not want to receive such messages and information, you may indicate your preferences and opt-out at any time by contacting us or responding to a text or following instructions contained in an email message.

**How does Pearson protect personal information?**

We use appropriate commercially reasonable data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of personal information.

**Does Pearson share or disclose personal information?**

Except as specifically stated in this Privacy Statement, it is our policy not to share or disclose personal information collected through the Program with third parties other than affiliates of Pearson and other companies and organizations who perform work for or with us under contract and are committed to protect the privacy of
personal information in a manner consistent with this Privacy Statement. These affiliates, companies and organizations may also contact and communicate with you, address your requests and provide information and messages to you, on our behalf, about the Programs that may be available.

We may disclose personal information: (a) with your consent; (b) to the school or university in which you are enrolled, or in which you seek to enroll; (c) to your employer; (d) in response to a subpoena, court order or legal process, to the extent permitted or required by law; (d) as otherwise required or permitted by law; (e) to protect the security and safety of you and other persons, our systems and the data we hold, consistent with applicable law; (f) in connection with a sale, joint venture or other transfer of some or all of our company or its assets; (g) to address actual or suspected fraud or other illegal activities; or (h) in order to enforce the Program’s Terms of Service or any contract that we or your school or university may have with you.

Can personal information be accessed or corrected?

You may contact us to request a list of the information we have stored on our systems about you or to correct or update any information you previously provided to us.

Do Pearson Webpages for the Program collect additional information or use cookies? Do they respond to “do not track” signals?

Cookies and Related Technologies. Our Webpages related to the Program may use cookies and related technologies to personalize content, measure traffic patterns, personalize content and control security. These cookies may include Google Analytics cookies that enable us to obtain web trend and analytic information that we use for system administration, to identify problems and improve service. You have a variety of tools to control the use of cookies and technologies, including browser controls to block and delete cookies. You may choose to disable or block these technologies, but that may prevent or limit the functionality of the Webpages.

Application and System Logs. Pearson may automatically collect log data related to interactions with our Webpages in order to ensure availability and security. This log data may include browser type, type of computer/device and technical information about the means of connection to the Webpages, such as operating system, internet service provider and IP address. Log data is collected and used to monitor the health of the websites, detect unauthorized access and fraudulent activity, prevent and address security issues and appropriately scale computing resources.

Do Not Track. Do Not Track (DNT) is a proposed mechanism for allowing website visitors to control the collection of certain usage data. Although there has been research into the development of a standard to support the use of DNT signals, there is no adopted standard to follow. The Webpages do not currently respond to Do Not Track signals.

Is this Privacy Statement subject to change?

This Privacy Statement may be revised from time to time through an updated posting. Pearson will identify the effective date of the revision in the posting. Updates may be made to provide greater clarity or to comply with changes in regulatory requirements. If Pearson reasonably believes the updates involve material changes to the
collection, protection, use or disclosure of your personal information, Pearson will endeavor to notify you by email or another appropriate way.

**What is Pearson’s contact information?**

To contact us about this Privacy Statement or the Program, please email us at info@acceleratedpathways.com or write us at Pearson Education, Inc., 221 River Street, Hoboken, NJ 07030; Attn: Legal Department.

**California Supplemental Privacy Statement**

If you are a California resident, please also read our [Supplemental Privacy Statement for California Residents](#), which provides information about your California privacy rights and additional information required by California law.