

# MOOC Providers documentation



**EUROPEAN  
MULTIPLE  
MOOC  
AGGREGATOR**

## EMMA Privacy Policy

European Multiple MOOC Aggregator Project



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## [ EMMA MOOC Providers documentation ]

### EMMA Privacy Policy

The purpose of this Privacy Policy is to describe how EMMA (“EMMA” “us,” “we,” or “our”) collects, uses and shares information about you through our Website and MOOCs. Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy you can contact us at [info@europeanmooocs.eu](mailto:info@europeanmooocs.eu). Your use of our Website is also governed by our Terms and Conditions.

#### 1. What this Privacy Policy Covers

1.1. This Privacy Policy applies to your use of the Website and its MOOCs. Partner Institutions may provide MOOCs with links to other sites found on our Website and you should consult those other parties’ privacy policies as appropriate and applicable.

## 2. Notice: Collection of Information

2.1. When you access the Website via any means, for example (but not limited to), through the use of MOOCs, register or post notes, assignments or other resources or provide comments, we may collect, store and use certain personal information that you voluntarily disclose to us. We may also ask you for information when you report a problem with the Website or MOOC.

2.2. When registering we ask for your name, email address, country of residence, native language, profession and date of birth. As part of your Learner profile you may also provide your location, gender and any educational history or qualifications, plus other information. We may store the results of your assessments relating to a MOOC. If you contact us, we may also keep a record of that correspondence.

2.3. EMMA tracks most of your actions and behaviour, such as (but not limited to) visits to pages, interactions and communications, content produced, quizzes, posts, assignments and assessments submitted while studying the MOOCs for the purpose of learning analytics.

2.4. In order to provide you as the Learner with better learner support, Course Providers and teachers/facilitators are have access to Learner data to monitor Learner progress and decide whether support actions are required. Course designers are also given access to input in order to improve the MOOC design.

2.5. We may also collect data relating to your visits to the Website that cannot identify you but records your use of our Website and its MOOCs including, for example, details of how long you have used the Website and the MOOC for.

2.6. EMMA may combine data that you have provided in your profile with other data collected from you while studying the MOOC and other users' data to provide you with a better learner support

2.7. We may also collect your computer's IP address.

### 3. Purpose: How Information is Used

3.1. By accessing the Website, using its MOOCs, posting notes, replies, assignments and other materials, you agree that your information may be used by us and by technology partners and course and content providers chosen by us for any of the following purposes:

- a. To provide, maintain, protect and improve the quality of the Website and the MOOCs we offer, including by conducting anonymised market research, and to protect us and our users;
- b. For statistical and research purposes;
- c. To provide you with a personalised browsing experience when using the Website;
- d. Academic research and research purposes
- e. To fulfil any contractual agreements between you and us (for example, when you register as a Learner in relation to the MOOC);
- f. To send you details (by email) of other products and services which we think may interest you, unless you opt out via your personal settings
- g. To manage your Learner account that you hold with us;
- h. To allow you to use some features of our Website or MOOC;
- i. To send you email notifications and updates about the Website or MOOCs you are enrolled on; and
- j. To comply with legal and regulatory requirements.

3.2. We may use your email address to send you course notices and updates about our service.

#### **4. Consent: Your Rights**

4.1. You have the right to contact us in order to find out what information we hold about you or to access, cancel or correct any information that we hold about you.

4.2. You can edit your personal details via your profile page whenever you wish.

4.3. You may unsubscribe from certain email communications by following the Unsubscribe link in the email communication itself. You may also update your personal information by logging into the Website and visiting your Learner account page. For more detailed information about your Learner account please refer to our Terms.

4.4. The Website may, from time to time, contain links to and from the websites of third parties. If you follow a link to any of these websites, please keep in mind that these websites have their own privacy policies and that we do not accept responsibility or liability of any of these policies. Please check these policies before you submit any personal information to these websites.

#### **5. Security**

5.1. EMMA is responsible for securing all collected data that could contain traffic and/or personal data. Data present in the system of EMMA will be kept within the framework of EMMA's platform service.

5.2. EMMA and its Partner Institutions involved in data tracking and learning analytics, with regard to the aforementioned security, engages the following organizational control and measures of the following:

- Burglar alarm;
- Safe for storing data files;
- Logical access control using a password or pin number;
- Firewalls.

Information is only provided from the data files in the situations stated above in section 3 within EMMA.

## 6. Disclosure

6.1. The learning analytics Users will be informed that a learning analytics application is running where certain data is tracked and that this data will be analysed to support the participants. Users will be informed that no personal data is being shown to other learners but will be shown to instructors and in general visualisations shown to other learners is based on aggregated data. EMMA will take precautions to ensure data is stored securely and safely and can't be accessed by others. No data will be knowingly made available to other people outside the project. Learning analytics data will be used as well to evaluate the learning analytics algorithms and the platform. Data for evaluation purposes will only be made available to those researchers from partner organisations that are responsible for the evaluation.

## 7. Access

7.1. All Users of EMMA are granted access to their personal data and allowed to correct any inaccuracies.

## 8. Accountability

8.1. EMMA's Personal data collectors are held accountable for adhering to EMMA's Privacy Policy.

## 9. Cookies and similar technologies

9.1. EMMA uses cookies. Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are used by our servers to identify the user and its device. We use cookies that look at the language of preference on the platform and content to help manage our personalization tools adapt to the user's needs and improve the user experience.

9.2. EMMA uses Google Analytics. Google Analytics is a web analytics service provided by Google, Inc. ("Google"), to help us see how our website is used. In doing so information about your use of our website, including your IP address, may be transmitted to Google.. The data collected by Google Analytics is used to analyse how frequently the same people revisit the Website, how the Website is found (from advertising or referring websites), and which pages are most frequently viewed. This information is combined with data from other users to create an overall picture of Website use, and is never identified individually or personally and is not linked to any other information stored about you.

- Cookie name(s): \_\_utma, \_\_utmb, \_\_utmc, \_\_utmv, \_\_utmz
- Data stored: A random unique number or string of letters and numbers to identify your browser, the times and dates that you interacted with the site recently and the marketing materials or referring pages that led you to the site.

- When does it expire? The longest lasting cookie expires 2 years after your last visit to the website. Others are deleted after 6 months, 30 minutes and the moment you close your browser.

9.3 We use cookies, along with analytic tools, to explore the navigation in our site for research purposes.

## 10. Changes/Modifications in our Privacy Policy

10.1. We will review our privacy policy from time to time. Our privacy policies are subject to change and modification. Any change, update, or modification will be effective immediately upon posting on our Site. Any material change to this Privacy Policy will be made known by changing the effective date (located at the bottom of this page). Please return to this page periodically to make sure that you are up to date with the most current version of this Privacy Policy.

*If you have any questions about this Privacy policy or wish to contact us for any reason please contact us at: [info@europeanmoocs.eu](mailto:info@europeanmoocs.eu)*