

K12 PREPARATORY ACADEMY

Privacy Policy

How we collect, use, share, and protect your information
Including SMS / Text Messaging Disclosures

Last Updated: November 11, 2026

499 NW 70th Ave, Suite 202 | Plantation, FL 33317
800-218-5709 | support@k12prepacademy.com
www.k12prepacademy.com

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1. Introduction

K12 Preparatory Academy ("K12 Prep Academy," "we," "us," or "our") is a Florida-based online school serving K-12 students, adult learners, and their families. This Privacy Policy explains how we collect, use, share, and protect the personal information you provide when you visit our website, submit a form, enroll in our programs, use our learning platforms, or communicate with us by email, phone, or text message. It also describes your choices and rights regarding that information.

This policy applies to K12 Prep Academy and to the partner schools and licensed curriculum holders associated with K12 Prep Academy when they handle information on our behalf. We collect personal information only for the purpose of providing the educational services you have requested from us.

2. Data Collection

Information you provide to us

Depending on how you interact with us, we may collect:

- **Contact and identity information** such as the name, email address, mailing address, and phone number of parents, guardians, students, and adult learners.
- **Enrollment and academic information** such as a student's date of birth, grade level, prior school records and transcripts, course selections, coursework, grades, and attendance.
- **Account information** such as usernames and passwords for our learning platforms.
- **Billing information** such as billing address and payment details, which are processed by our payment providers.
- **Inquiry information** you submit through our contact forms, including questions, comments, and scheduling requests.
- **Mobile phone number and SMS consent** when you opt in to receive text messages from us through a form on our website.

Information collected automatically

When you visit our website or use our platforms, we automatically collect certain technical information, including your Internet Protocol (IP) address, browser type, device type and operating system version, internet service provider, referring and exit pages, date and time

stamps, and clickstream data. This information is stored in log files and collected through cookies and similar technologies (see Section 7).

Information from other sources

With your authorization, we may receive information about a student from a previous school (such as transcripts and records) or from a partner school through which the student is enrolled.

3. Data Use

We use the information we collect to:

- Process inquiries, applications, and enrollment, and verify identity and eligibility for our programs
- Administer student and family accounts and deliver instruction, coursework, grading, and academic records
- Send important service messages, such as account setup, password resets, receipts, schedule changes, and school announcements
- Send text messages to individuals who have opted in, as described in Section 9 and in our SMS Terms & Conditions
- Provide customer service and support to students and families
- Send information about our programs to individuals who have requested it or consented to receive it
- Analyze website use and improve our website, platforms, and services
- Detect, prevent, and respond to security incidents, fraud, and illegal activity
- Comply with legal obligations, resolve disputes, and enforce our agreements

All personal information we process is tied to a specific purpose. If we decide to use personal information in a way that is materially different from what we stated when it was collected, we will notify you and give you a choice before doing so.

4. Data Sharing

K12 Prep Academy does not sell your personal information to third parties.

Except in connection with the purposes for which it was originally collected, no personal information will be provided to a third party. We share personal information only in the limited ways described below.

- **Service providers.** We may transfer personal information to companies that help us provide our services, such as learning platform, hosting, payment, email, and messaging providers. These companies are authorized to use your personal information only as necessary to provide these services to us, and we require them to agree to confidentiality and applicable legal requirements. This sharing excludes information obtained through mobile opt-in and phone numbers collected for SMS consent, which are never shared as described in the SMS statement below.

- **Partner schools and licensed curriculum holders.** Where a student is enrolled through a partner school or licensed curriculum holder, we may share the information needed to deliver that student's program. Transfers to subsequent third parties are covered by the provisions in this policy regarding notice and choice and by our service agreements. This sharing excludes information obtained through mobile opt-in and phone numbers collected for SMS consent, which are never shared as described in the SMS statement below.
- **Legal requirements.** We may disclose personal information to comply with a subpoena, court order, or similar legal process, or a government request, when we are required by law to do so.
- **Business transfers.** If K12 Prep Academy is involved in a merger, acquisition, or sale of all or part of its assets, you will be notified by email and/or a prominent notice on our website of any change in ownership, uses of your personal information, and choices you may have.
- **With your consent.** We will share personal information with other third parties only with your prior consent.

If you do not want us to share your personal information with these companies, contact us at support@k12prepacademy.com, with the exception of not sharing information obtained by mobile opt-in and phone numbers collected for SMS consent, which we never share for marketing purposes.

> **SMS Consent and Mobile Information:** Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party and affiliates for marketing purposes.

5. User Rights and Choices

You have the following rights regarding your personal information:

- **Access.** You may request information about the personal data we hold or process about you, including data we process on behalf of a third party.
- **Correction.** You may update or correct your information at any time by logging in to your account and selecting "Profile Info," or by contacting us.
- **Deletion.** You may request that we delete your personal information. We may retain certain information where required by law, such as student academic records, or as needed to resolve disputes and enforce our agreements.
- **Opt-out of email.** You may opt out of marketing emails at any time by clicking the unsubscribe link in any email or by contacting us. System emails, such as receipts and password resets, cannot be turned off while your account is active.
- **Opt-out of text messages.** You may opt out of text messages at any time by replying STOP to any message we send. Reply HELP for assistance.

To exercise any of these rights, email support@k12prepacademy.com. To honor your request, we will need the exact information you want changed and enough information to verify your

identity. We respond to requests within 30 calendar days. We will not discriminate against or penalize anyone for exercising their privacy rights.

6. Data Protection

We work to keep your personal information safe and secure at all times. We use physical, technical, and administrative safeguards, including SSL encryption, password-protected accounts, access controls that limit personal information to authorized personnel, and secure hosting with reputable service providers. We review our systems for security vulnerabilities and prioritize software updates. Any employee who violates this Privacy Policy is subject to disciplinary action.

Passwords are required to access your account, so please keep your password confidential. No method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

Data retention

We retain personal information for as long as your account is active or as needed to provide our services. We also retain and use information as necessary to comply with legal obligations, maintain student academic records, resolve disputes, and enforce our agreements. We take reasonable steps to keep the personal information in our systems accurate, complete, and current.

7. Cookies and Tracking Technologies

K12 Prep Academy and its partners use cookies, log files, and similar technologies to operate and administer our website, analyze trends, understand how visitors use the site, and improve site functionality. We do not use cookies to build profiles of students.

We work with advertising partners to show K12 Prep Academy advertisements on other websites. These partners may use cookies or similar technologies to collect information about your visits to our website so they can show you relevant ads. Student education records are never used for advertising.

You can control cookies through your browser settings. Disabling cookies may limit certain features of our website. You can also opt out of interest-based advertising from many advertising companies at www.aboutads.info/choices and manage Google ad settings at adssettings.google.com. Opting out does not stop you from seeing ads; the ads you see will simply be less relevant.

8. Third-Party Links

Our website contains links to third-party websites and includes social media features, such as Facebook and Instagram widgets. These features may collect your IP address, record which pages you visit on our site, and set cookies so they work properly. Your interactions with these features, and any personal information you submit to third-party websites, are governed by those third parties' privacy policies, not this one.

A link to a third-party website does not mean that K12 Prep Academy endorses that website or its products, and we are not responsible for its content or privacy practices. We encourage you to review the privacy policy of any website you visit.

9. SMS / Text Messaging

If you opt in through a form on our website, K12 Prep Academy may send you text messages related to enrollment, admissions, and student and family support, including appointment reminders, follow-up messages, updates, scheduling, and assistance offers. Consent to receive text messages is optional and is not a condition of enrollment or purchase. A parent or legal guardian must provide consent for anyone under 18.

- Message frequency varies. Message and data rates may apply.
- Reply STOP to opt out at any time. Reply HELP for help.

For help, contact us at (626) 598-7810, (786) 802-2115, or (754) 347-2914 or support@k12prepacademy.com.
Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party and affiliates for marketing purposes. For full details, see our SMS Terms & Conditions at https://k12prepacademy.com/wp-content/uploads/2026/11/K12PA_SMS_Terms_and_Conditions-2.pdf .

10. Student Privacy (FERPA and COPPA)

Because we provide educational services, protecting student information is central to our mission.

Education records. We protect the confidentiality of student education records consistent with the principles of the Family Educational Rights and Privacy Act (FERPA). Parents, and students who are 18 or older, may request to review a student's education records and request corrections by contacting us. We do not disclose education records except as described in this policy, as required by law, or with written consent.

Children under 13. We collect personal information from children under 13 only as needed to provide our educational services and only with the consent of the parent or legal guardian who enrolls the child. Parents may review their child's personal information, request its deletion, and refuse further collection by contacting us at support@k12prepacademy.com. We do not use children's personal information for advertising.

11. California Privacy Rights

California residents may request to know what personal information we collect, use, and disclose about them, request deletion of their personal information, and request correction of inaccurate information, subject to exceptions permitted by law. We do not sell personal information. Before fulfilling a request, we must verify your identity, which may include confirming information you previously provided to us.

You may use an authorized agent to submit a request on your behalf. The agent must provide proof of authorization, such as a valid power of attorney, and we may ask you to verify your identity directly. To submit a request, use the contact information in Section 14.

12. International Users

K12 Prep Academy is based in the United States, and the information we collect is processed in the United States. If you access our services from outside the United States, including the European Union or United Kingdom, your information will be transferred to and processed in the United States. Where the EU or UK General Data Protection Regulation (GDPR) applies, we process personal information to perform our agreement with you, with your consent, to comply with legal obligations, or for our legitimate interests in operating our school. You may have the right to access, correct, delete, restrict, or object to processing of your personal information, to data portability, and to lodge a complaint with your local data protection authority. To exercise these rights, contact us using the information in Section 14.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or in the law. The "Last Updated" date at the top of this page shows when it was last revised. If we decide to use personal information in a manner materially different from what we stated when it was collected, we will notify you by email at the last address you provided, and you will have a choice as to whether we use your information in that new way.

14. Contact Information

If you have questions or concerns about this Privacy Policy or our privacy practices, or to exercise your rights, please contact us:

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