

Dear Brooklyn Parent or Guardian,

If you haven't yet, we would like to encourage you to take a moment to download and install our mobile app for your Android or Apple device.

Android users can find us on Google Play by searching for <Brooklyn Schools>.

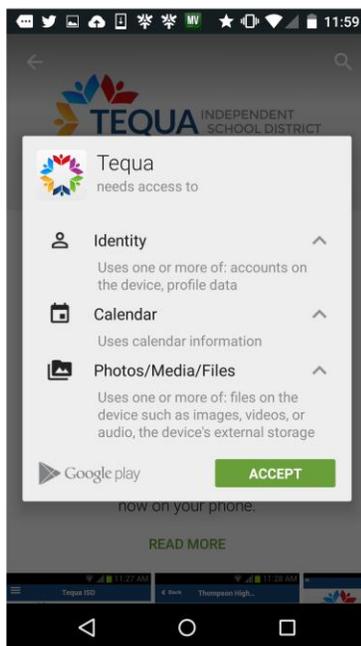
Apple iOS users can find us on iTunes by searching for <Brooklyn Schools>.

**For Android users:** Once you've downloaded our app from Google Play, you will be prompted to grant the app access to certain information and functions on your device. This is a completely standard part of many apps and is necessary to make sure your data is secure and that the app stays up to date with the latest school information.

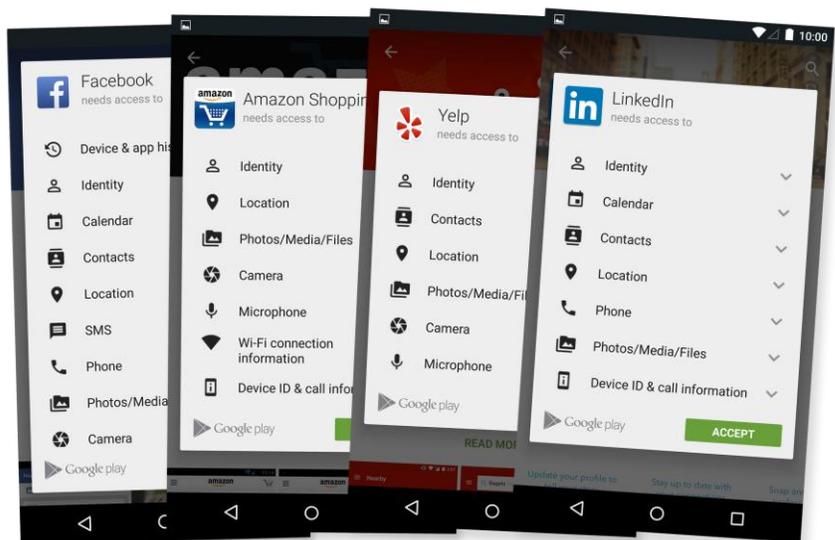
Below is a brief explanation of these permissions and the reasons you will want to accept giving our app access to them.

1.  **Identity:** The app needs to access the account profile data on your device in order to receive push notifications from the schools and in the event you would like to share the app via email with your friends and family.
2.  **Calendar:** Calendar permission allows you to download events from schools, which is an essential part of our app.
3.  **Photos/Media/Files:** This permission allows our app to store and display images and PDF files directly on your device for easy access.

What our app asks for:



Some other popular apps that ask for similar permissions.



Facebook

Amazon

Yelp

LinkedIn



Our provider, SchoolMessenger, makes the security and privacy of your data a top priority. As one of over 100 approved signatories to Student Privacy Pledge, you can feel ensured that your student's information is safe and will never be sold, rented or shared.

**STUDENT PRIVACY PLEDGE** The Student Privacy Pledge was developed in concert with the Future of Privacy Forum (FPF) and the Software & Information Industry Association (SIIA), and it spells out 12 commitments related to the protection and responsible use of student data. Signatories to this pledge can be held legally responsible for actions or practices which do not conform to it.

Among key elements of the pledge are promises to:

- Not sell student information
- Not behaviorally target advertising (targeting advertising based on browsing behavior)
- Use data for authorized education purposes only
- Not change privacy policies without notice and choice
- Enforce strict limits on data retention
- Support parental access to, and correction of errors in, their children's information
- Provide comprehensive security standards
- Be transparent about collection and use of data

SchoolMessenger was already 100% in compliance with all applicable state and federal laws on student data privacy, but chose to sign the Pledge to set an example for other education technology companies that facilitate school communications.

For more information on Student Privacy Pledge please visit: <http://studentprivacypledge.org/>

For more information about Android app permissions please visit Google's official website: <https://support.google.com/googleplay/answer/6014972?hl=en>

For more information on SchoolMessenger please visit: <http://www.schoolmessenger.com/>