



## Square Panda™ Client Ambassador Partnership with Mountain View Whisman School District

Square Panda offers an exciting opportunity for your program to be seen and heard in promoting your organization's leadership, vision, and success while utilizing our offerings.

### How?

By using our **Client Ambassador Program** to position you and your district as thought leaders through a wide array of activities.

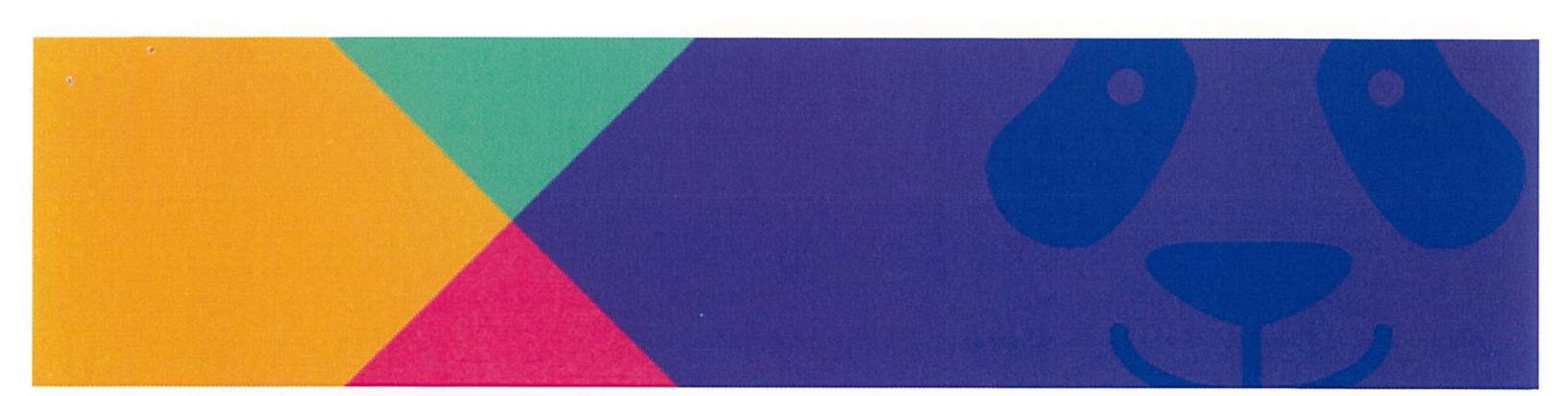
### Program Opportunities

The Square Panda Client Ambassador Program offers an array of opportunities for you to share your experiences within our international client base and our internal development team for ongoing product development and innovation. Square Panda has placed significant importance on the Voice of the Client and how Square Panda can proactively improve all aspects of the client experience.

### Commitment of Square Panda

As part of this partnership, Square Panda commits to the following:

- Provide up to 50 Square Panda playsets for instructional staff at no cost (\$8450 value)
- Provide implementation services and resources
- Provide initial introductory training for all participating staff via webinar
- Ongoing support, services and resources provided for an initial term of 12 months
  - Term to begin June 1, 2018 through May 31, 2019
  - This can be renewed upon the agreement of both the company and district
- Ongoing instructional support for all staff utilizing Square Panda
- Ongoing technical support provided by Education Client Services team for all staff utilizing Square Panda (phone, email, scheduled onsite as required)
- Ongoing training services for all staff utilizing Square Panda
- Ongoing classroom visits for coaching and mentoring for all staff utilizing Square Panda
- Work to align district and campus goals to Square Panda program as an ancillary support resource
- Provide midyear and year-end program evaluation, to include staff survey and meeting to evaluate feedback of goals and objectives for ongoing support and improvements
- Square Panda consents to the "Data Collecting, Disclosure and Storage" notice included in this agreement



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### **Commitment of Mountain View Whisman School District**

As part of this partnership, MVWSD commits to the following:

- Complete the introductory training to ensure a deeper understanding of product and curriculum for efficacy of implementation and ongoing utilization
- Commit to agreed upon utilization to support feedback and evaluation
- Provide ongoing feedback for current products and features
- Completion of mid-year and year end survey and evaluation meetings
- Research A/B study with Castro School K-1 students compared to Theuerkauf School as the control group
  - This should include both pre and post assessments by MVWSD staff utilizing existing assessment tools within the district to evaluate student progress
- Participate in beta testing for future products and feature enhancements
- Participate on Advisory Panel, offering feedback to our End User Experience, Curriculum, Education Client Services, Product and Software teams to share ideas and suggestions regarding product roadmap
- Approval of Square Panda press release announcing Ambassador Partnership and utilization of Square Panda
- Pictures and videos of students and teachers using the product for internal review and external marketing
- Staff testimonials for Square Panda marketing collateral
- Commit to 12-month program to ensure complete evaluation of products, services and research for greatest data collection with Square Panda investment of products and services provided
- **MVWSD** consents to the “Data Collecting, Disclosure and Storage” notice included in this agreement



## Data Collecting, Disclosure and Storage

### 1. Collection of Participant and Non-Participant Data.

- a. **Participant Defined.** Any student who is selected based on the criteria set forth within the agreement and approved to participate in the Square Panda program shall become a participant upon submission of a signed program Release (each, a "Participant"). A student who has not submitted the Program Release cannot be considered a Participant. Instead, that student is considered a "Non-Participant".
- b. **Compliance with FERPA and applicable privacy laws.** The Parties acknowledge that student-level data is critical to analysis of Program metrics. Mountain View Whisman School District (MVWSD) agrees to acquire parent/caregiver consent in compliance with the Family Educational Rights and Privacy Act ("FERPA") and any and all applicable state or local laws regarding educational rights and privacy from participants to share certain data between them. Confidential information includes, but is not limited to, the information in subsection 2 below.
- c. **Collection of Participant Data.**  
School agrees to provide the following participant-specific information to Square Panda:
  - Data regarding classroom behavior and discipline
  - Pre and post assessment Reading scores
  - Picture/Video release forms
- d. **School Assistance with Data.**  
School also agrees to provide Square Panda reasonable access to School staff members familiar with the data for further assessment/analysis of the data.

### 2. Disclosure of Data.

- a. **Disclosure of Participant Data to Square Panda**  
Pursuant to Education Code § 49076(c) and 34 CFR § 99.31(b), School may share student records or information without the consent of the student's parent or guardian if the records or information are de-identified, which requires the removal of all personally identifiable information. School agrees that all Participant data, with personal identifiers removed (to the extent required by applicable law), may be shared with Square Panda for the purposes of analysis and program improvement.

MVWSD agrees that Square Panda may engage in analysis of the Program may report aggregate, de-identified, participant data analysis to the School, which may use them for purposes of improving instruction and the Program.

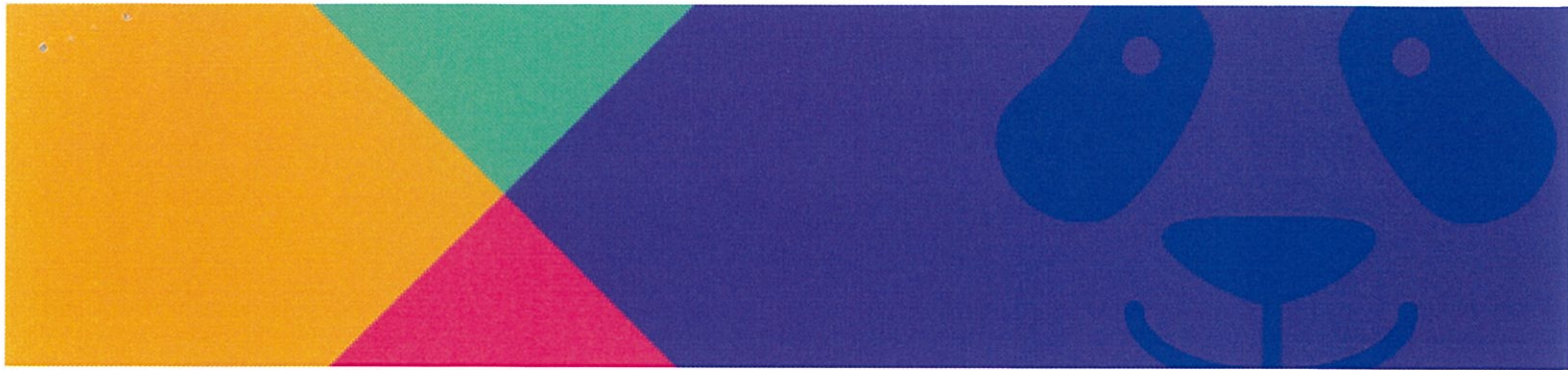
- b. **Disclosure to Third Parties**  
School understands that such data may be referenced in reports to funders, newsletters, or other publications related to the Program; however, no data from individual students that is not de-identified will be reported.

Neither Party shall disclose any findings or analysis from non-public data without prior written consent of the other party (and/or any Program Participant, as defined above, as appropriate), other than summary data that does not identify any individual person; such data may include expenditure patterns, and expenditure per pupil or category of pupil.

### 3. Protection and Security of Stored Data.

Square Panda agrees that, other than as necessary with respect to the Program, data will be kept confidential. Square Panda agrees to maintain appropriate network and other data security to protect any School student data in its possession. Square Panda agrees to notify School as soon as reasonably practicable if it has any reason to believe there has been a breach of data security relevant to the data subject to this Agreement, and any data has been lost, tampered with, or otherwise illegally accessed. All electronic data analysis will be performed on password-protected computers.

Square Panda shall maintain the confidentiality and safeguard the analysis of any data gathered as a result of this Agreement, and will not, without the prior consent of School, disclose any findings or analysis derived from non-public information other than: (a) summary data as set forth herein (b) data and analysis of such summary data used to promote the educational and research purposes of the Project or its implications for further work related to the Achievement Gap; (c) data and findings that have been made publicly available without breaching any of the MVWSD confidentiality obligations



I acknowledge by my signature that I have read, understand, and agree to all terms and conditions of the Square Panda Ambassador Partnership agreement.

**Mountain View Whisman School District**

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Square Panda**

**Liz Ralston**

**Title:** Vice President, Education Sales and Marketing

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Policy & Recording Consent Form for Square Panda Program

This notice is to communicate that your child is eligible to participate in a free program that will take place during your child's regular classroom and class time.

### **About the Program**

The Mountain View Whisman School District (MVWSD) is partnered with Square Panda, an educational company that focuses on teaching early reading skills through interactive games. MVWSD and Square Panda have created a Program, where all parties involved should gain a benefit. Specifically:

- Your child will gain access to state-of-the-art, early-literacy educational games
- MVWSD will gain Square Panda materials and support at no cost to you or the school, and
- Square Panda will gain MVWSD as a case study; The primary purpose of the case study is to evaluate and improve the Square Panda solution for schools around the world.

### **Your Privacy Rights**

As part of this Program, your child may play Square Panda educational games on a tablet provided by the district. These games are able to track individual progress so that your child remains challenged at their own level. Like nearly all apps, anonymous data is collected as part of use. Your child's privacy is of paramount importance to all parties involved in the Program. Individual student data, including your child's name, will never be shared publicly in any report or marketing materials. Square Panda's full Privacy Policy can be found online at: <https://squarepanda.com/pages/privacy-policy-1>.

In addition, researchers may periodically join the classroom to observe the real-world use of the Square Panda educational games, and may or may not video-record the class as part of these visits. Any such recordings are intended for private research use by Square Panda and MVWSD, but may also be utilized for marketing purposes to demonstrate the effectiveness of the Program.

As a school, we're excited about our partnership in this exclusive program, and we look forward to enriching your child's education through the latest in educational research.

### **Program Administrator**

Please direct any questions or concerns to:

Arianna Mayes

Coordinator Special Education

Mountain View Whisman School District

650.526.3530 ext. 1162 office

**Your Consent**

If you do not understand any part of this agreement, or if you have questions, please contact the Program Administrator before signing this agreement.

***I have read and agree to the above on behalf of my child listed below. I understand my child may be video-recorded or have pictures taken for internal research purposes to support the growth and development of the curriculum, as well as potential use of these images and recordings for marketing purposes.***

Today's Date: \_\_\_\_\_

Name of your child: \_\_\_\_\_

Parent signature: \_\_\_\_\_

Parent printed name: \_\_\_\_\_