

COPPA Direct Notice to Schools

Pixton Comics Inc.

Last updated: October 2026

Contact: privacy@pixton.com

1. Overview

This notice is provided to educators and educational institutions to explain how Pixton collects, uses, and protects personal information from students under the age of 13 in compliance with the Children's Online Privacy Protection Act (COPPA).

Pixton is a web-based educational platform that allows students to create digital comics for storytelling, literacy, and learning activities under the direction of an educator.

Under COPPA, a school may consent on behalf of parents to Pixton's collection and use of student information **solely for educational purposes**, or may choose to obtain **explicit parental consent** instead.

2. Information Collected From Students

When students use Pixton in a school-managed classroom environment, Pixton may collect the following limited information:

a. Information provided by the educator

- Student username or display name (may be pseudonymous)
- Classroom or group association

b. Information provided by the student

- Comic content created by the student (text, characters, scenes)
- Avatar customization choices

c. Automatically collected information

- Persistent identifiers (e.g., IP address, device/browser information) strictly for:
 - authentication
 - security
 - system functionality
 - compliance purposes

Pixton does not require students to provide real names, email addresses, phone numbers, or contact information.

Optional Single Sign-On Information

When students use Google, Microsoft, or Clever Single Sign-On to access their Pixton Student Sub-Accounts, Pixton may receive their names, email addresses, or account identifiers from the authentication provider, depending on the provider's configuration. This information is used only for authentication, account access, security, and the provision of educational Services.

Students may alternatively access their Student Sub-Accounts using educator-assigned usernames, without providing their personal email addresses.

3. How Student Information Is Used

Student information is used **only** for the following purposes:

- To provide access to Pixton's comic-creation tools
- To allow educators to view, manage, and assess student work
- To maintain platform security and prevent misuse
- To support classroom instruction and learning outcomes

Pixton **does not** use student information for advertising, behavioral marketing, or commercial profiling.

4. Disclosure of Student Information

Pixton does not sell student information.

Student data may be shared only with:

- **Authorized educators** associated with the student's classroom
- **Service providers** that support core platform operations (e.g., cloud hosting), under strict contractual and security controls
- **Legal or regulatory authorities**, only if required by law

All third-party service providers are vetted for compliance with student privacy laws and are prohibited from using data for any non-authorized purpose.

5. Data Security and Retention

Pixton implements industry-standard safeguards to protect student information, including:

- Encryption of data in transit and at rest
- Role-based access controls
- Secure cloud infrastructure hosted with Amazon Web Services (Canada)
- Limited internal access for support purposes only

Student data is retained only as long as necessary to support educational use or as required by law, and is deleted upon request by the school, subject to reasonable administrative timelines.

6. School Consent Under COPPA

Under COPPA, **schools may provide consent on behalf of parents** for the collection and use of student information **when the use is strictly for educational purposes and no commercial use is involved**.

By creating student accounts or inviting students to join a Pixton classroom, the educational institution represents that it has obtained all necessary permissions required under applicable law.

7. Option for Explicit Parental Consent

If a school or district prefers to obtain **direct parental consent**, Pixton provides a **Parental Consent Letter** that teachers may send home to parents or guardians.

This letter:

- Explains how Pixton is used in the classroom
- Describes what information is collected and why
- Requests explicit parental permission for student account creation and use

The Pixton Parental Consent Letter is available here:

<https://docs.pixton.com/pixton-parental-consent-letter.pdf>

Teachers may also customize the letter to meet local or district requirements.

8. Parental Rights

Parents and guardians have the right to:

- Review their child's personal information
- Request deletion of their child's information
- Withdraw consent at any time

Requests may be made through the school or by contacting Pixton directly at **privacy@pixton.com**.

9. Contact Information

For questions about this notice or Pixton's privacy practices, please contact:

Privacy Officer

Pixton Comics Inc.

Email: privacy@pixton.com

Phone: **1-888-774-9866**