



## Data Collection

Our primary concern is protecting the privacy of each user. We never gather personally identifiable information. All information is anonymous. We collect data using a limited set of Google Analytics tools and do not use any 3rd party trackers.

Our goal is to capture meaningful data and metrics solely to help us improve the content and functionality of our site.

Data we **DO NOT** collect:

- Username
- User ID
- School name

Data we **DO** collect:

Data Collected	Purpose
Anonymous page traffic: visits, time spent, referral information	Helps us understand what is of interest and how people find us.
Device information: device type, screen size, OS, browser	Helps us optimize for our users.
Activity data: tools and items that are clicked on in an activity	Helps us improve our activities.
IP address	Helps us limit/prevent malicious behavior.
Anonymous assessment data	Help us to understand learning efficacy.

For a detailed look at our privacy policy, visit: <https://www.uspto.gov/privacy-policy>