

# AMIRA AND YOUR CHILD'S PRIVACY

We know parents and caregivers care deeply about how their child's information is used. This guide answers the questions we hear most often, in plain language.



## 1 Your School is in Charge and Canadian Law Protects Your Child

Amira works because your school or school board has chosen to use it. Amira acts as a service provider to your school, and follows Canada's federal privacy law and the privacy laws of your province.

- ✓ Amira only uses student information for educational purposes authorized by your school.
- ✓ Amira works under your school's direction and control, not on its own. Your school decides how student data is used.
- ✓ Amira never uses your child's information for any commercial purpose, and never for advertising or marketing.

### PRIVACY LAWS AMIRA FOLLOWS

|                      |                                            |
|----------------------|--------------------------------------------|
| <b>Canada</b>        | PIPEDA (federal)                           |
| <b>Ontario</b>       | FIPPA, MFIPPA and PHIPA                    |
| <b>Québec</b>        | Law 25 (Private Sector Privacy Act)        |
| <b>Alberta</b>       | Personal Information Protection Act (PIPA) |
| <b>B.C.</b>          | Personal Information Protection Act (PIPA) |
| <b>All provinces</b> | Other applicable provincial privacy laws   |



**In short:** your school remains in charge, and Canadian privacy law holds Amira accountable for how your child's information is used.

## 2 How We Protect Your Child's Voice Recordings



### Stored in Canada

Canadian students' data is hosted on secure infrastructure located in Canada, in Montréal.



### Bank-level encryption

Recordings are encrypted when stored and when sent, so they can't be read without the right keys.



### Not linked to your child's name

Recordings are de-identified and never stored with your child's identity attached.



### Never sold, never shared

Amira never sells student data and never provides voice recordings to any commercial third party.



### Deleted on request

Your school can ask Amira to delete your child's data at any time, at no cost.



### No biometric profiles

Amira does not create voiceprints or any other biometric identifiers for your child.

### 3 Questions About Your Child's Information



Your child's school is your first point of contact for any questions or requests about your child's information. Amira works directly with your school to respond promptly, in English or French.

### 4 What Amira Is, and Isn't

Amira is a reading practice tool, not a chatbot and not a replacement for your child's teacher. Amira only listens to your child read aloud and gives feedback on their reading. That's the extent of it.



Amira cannot hold open-ended conversations with students the way apps like ChatGPT or Gemini can.



Every response Amira gives has been reviewed and approved by an expert ahead of time.



Your child's teacher stays fully in charge. Amira simply gives the teacher better information, like an ultrasound gives a doctor a clearer picture.

### 5 Proven to Help Kids Grow as Readers

**25%+** faster growth than peers who don't use Amira

Amira is the only reading intervention recognized for high-quality evidence of impact by both Evidence for ESSA and the What Works Clearinghouse, two respected independent reviewers of education research. Independent reviews have also found Amira fair and effective across student groups, including English learners.

### 6 Independent Checks Keep Us Accountable

We don't just ask families to take our word for it. Amira holds SOC 2 certification, is independently audited by three separate outside firms (covering finances, security, and our contractual commitments), and carries substantial cyber-liability insurance.

In the unlikely event of a breach that creates a real risk of significant harm, Amira will notify your school, affected families, and the Privacy Commissioner of Canada.

## HAVE MORE QUESTIONS?

Reach out to your child's teacher or school. They're always happy to help. You can also contact Amira's Privacy Officer at [trust@amiralearning.com](mailto:trust@amiralearning.com), read the full [Amira Privacy Policy for Canada](#), or visit [Amira's Trust Center](#).

