



Amira Privacy Policy – US

To view our International Privacy Policy (Canada, EU, UK), [click here](#).

Last Updated: August 4, 2026

US School Experience

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

[Preferences](#)

Reject

Accept

user and the portion of the Amira App used by that user.

The Science Behind Amira

AMIRA LEARNING

Products Research By Location Resources About

Users of the Services include child users (any child under the age of 13 enrolled in school districts and schools that make the Amira App or other Services available) (“Child”); minor users (any individual under the age of 18 enrolled in school districts and schools that make the Amira App or other Services available)(“Minor”); and adult users (including teachers, school administrators, district administrators, and other educators who purchase our Services or work in a district or school that purchased our Services (“Educators”). Child and Minor users will be referred to collectively as “Student Users.” This Privacy Policy collectively refers to Student Users, Educators, and any other visitors to our website or Services (e.g., parents or guardians) as “Users.” A Student User may only use the learning portion of the Services.

Only Educators can create accounts and subscribe to the Services. If you are acting on behalf of a school, district, or local education agency, (collectively, a “School”), you represent and warrant that you are at least eighteen (18) years old and have the authority, the right, and the capacity to legally bind the school and have read and understand this Privacy Policy.

The privacy policy covering personal data transferred from the European Union and the United Kingdom can be found below in the Section titled “**Amira Learning EU**

and UK Privacy Policy.” The privacy policy applicable to personal associated with our services in Canada, please see “**Amira Learning Privacy Policy – Canada.”**

State-Specific Notes

By clicking “**Accept**”, you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.



Products

The
Science
Behind
Amira

Research

By Location

Resources

About

Children's and Minor's Information

Except as explicitly described in this Privacy Policy, we do not knowingly collect personal information from Children or Minors without consent from the school. We only collect, maintain, use or share personal information from Children or Minors as needed for authorized educational or school purposes as allowed under applicable law. If we learn that we have collected personal information from a Child or Minor without appropriate consent, we will delete that information.

We do not sell personal information of Children or Minors. We do not use or disclose information about Children or Minors (whether personal information or otherwise) for behavioral targeting of advertisements to Children or Minors. We do not build personal profiles of Children or Minors other than for supporting authorized educational/school purposes.

Please note that Amira does not use voice recordings to identify or authenticate Student Users, or any purposes unrelated to the provision or improvement of Amira's Services without first obtaining verifiable consent from a Student User's parent or guardian.

Collection of Information

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

- **Educator Registration Information:** We collect registration information, including name, email address, school affiliation and the grade level and names of classes Educators teach.

- **Student User Roster Information:** We collect information the Educator provides to enable a Student User's use of the Amira App, including the

Student User's first name and last name, class name, grade level and preferred reading languages. I. **Communications Information:** We may collect the content of your communications for support purposes when you contact Amira via email, call, or via chat features.

- **Demographic Information:** Only when contractually required by a School, we may receive baseline information, including a Student User's gender or [ethnicity](#). Amira will never take sensitive demographic information including disability status, living situation, or migrant status. .

From Student Users

- **Audio Recordings.** We retain recordings of the Student User's voice as directed by the district. Student voice recording and analysis are used strictly for instructional purposes and to aid the teacher.

When Educators access or use the Amira App or our Services, we automatically collect certain information, including:

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

our services, and performance data such as crash reports.

Information Collected by Cookies and Other Tracking Technologies: We use various technologies to collect information from our Services, including first-party cookies. Cookies are small data files stored on hard drives or in device memory that help us improve our Services and users' experience, see which areas and features of our Services are popular and count visits. For more information about cookies, and how to disable them, please see "Your Choices" below.

When Student Users access or use the learning portion of the Amira App, we automatically collect certain information, including:

- **Amira App Activity Information:** We collect information about a Student User's interactions with the Amira App, such as the stories the Student User reads, where they tap, and their progress and choices within the Amira App. Our collection of this information through first-party cookies and other tracking technologies (as defined above) is used only to support the internal operations of the Services.

Use of Information

We use information we collect from Educators to:

- Permit Educators to register for our Services;
- Send Educators technical notices, updates, security alerts and support and administrative messages;

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

information we collect from Student Users to:

- Group (for educational purposes), personalize, and improve a Student User's experience on the Amira App and provide content or features that match the Student User's reading level and interests, as well as to monitor trends, usage and activities, so that we can make the Amira App more helpful to all Student Users. Amira does not create psychographic groups.
- Track a Student User's reading progress and usage of the Amira App. We use information collected from both Educators and Student Users to:
- Analyze, operate and improve our existing Services;
- Detect, protect against, and prevent security incidents and illegal or unauthorized activities, as well as investigate complaints and claims;
- Comply with applicable laws, legal processes or enforceable governmental requests, and defend against or pursue claims, disputes or litigation – in court or elsewhere; and
- Enforce our policies, terms and conditions, or other agreements.

Disclosure of Information

We may disclose the information we collect from Educators as follows:

- Between and among Amira and current and future parent companies, affiliates, subsidiaries and other companies under common control and ownership, provided such entities are subject to the commitments set forth in this Privacy Policy.

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

with, or required by, any applicable law, regulation or legal process;

- If we believe Users' actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of Amira or others; and
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company, provided the successor entity will protect the data in accordance with the commitments in this Privacy Policy.
- We may also share aggregated or de-identified information, which cannot reasonably be used to identify any individual. Where we maintain

de-identified information, we take reasonable measures to ensure that the information cannot be associated with a Student User, Educator, or household, maintain the information in de-identified form, prohibit recipients contractually from attempting re-identification, and otherwise comply with applicable law. Amira takes the privacy of User data seriously and does not process User data as follows:

- We do not disclose the personal information of any Student User to third parties for any marketing or promotional purposes.
- Amira does not share mobile information with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

Data Security Safeguards

We take data security very seriously and have implemented industry-standard security measures to protect personal information against loss, theft, unauthorized access, and unauthorized disclosure. Some of the key security practices and safeguards we employ include:

- Encryption: Personal information, especially sensitive data like student names and voice recordings, is encrypted both at rest and in transit. This means data stored on our servers is encrypted, and communications between your device and our servers (such as when the app uploads a reading recording) are protected by encryption protocols (HTTPS/TLS). Encryption helps ensure that even if data were intercepted or accessed inappropriately, it would not be readable.
- Access Controls: We restrict access to personal data strictly to those employees, contractors, and service providers who require it to perform their job duties (principle of least privilege). All personnel with access to personal

information are bound by confidentiality obligations. Schools can also control access through their educator accounts.

- Administrative and Organizational Measures: Amira has a dedicated privacy and security team, responsible for overseeing compliance and data protection. We have put in place internal policies and procedures for handling data securely, including data encryption standards, incident response plans, and protocols for data access.
- Third-Party Security Audits and Certifications: We subject our platform to routine

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.



with robust physical security. Technical safeguards include firewalls, intrusion detection systems, and continuous network monitoring to protect against and detect any unauthorized access attempts. We also utilize

anti-virus and anti-malware tools on our systems and employ secure software development practices to minimize vulnerabilities in our application.

- Data Minimization: We collect only the personal information that is necessary for the purposes described and we retain it only for as long as needed (see Data Retention & Deletion below).
- Incident Response: Amira has a detailed data breach response plan. In the unlikely event of a security breach that affects personal information, we will promptly notify the affected school authorities, individuals, and regulators as required by applicable U.S. laws. Our team will take immediate steps to contain the incident, mitigate harm, and prevent future occurrences. Records of any privacy/security incidents are maintained in accordance with legal requirements.

Data Retention & Deletion

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, or to meet legal or contractual requirements. This means:

Active School Use: For schools and districts currently using Amira, we retain Student User and Educator information for the duration of the school's contract or active subscription,

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

potential service reactivation or data export requests from the school. For instance, if a

Teachers' accounts is instructed, but otherwise we securely delete it. Audio recordings and detailed student performance data will be securely erased or



Products

Science

Research

By Location

Resources

About

de-identified once they are no longer needed for their original purpose.

The
Behind
Amira

Deletion Requests: Schools or parents (via the school) can request deletion of a Student User's personal information at any time. Note that deleting certain data may mean the student can no longer use the Amira service (since it may include their login or progress data). We do not charge any fee for handling access or deletion requests.

Public Posting Areas

Please note that any personal information you include in a message you post to any blog, forum, social media pages, or other public posting areas is available to anyone with Internet access. If you do not want people to know your email address, for example, do not include it in any message you post publicly. PLEASE BE EXTREMELY CAREFUL WHEN DISCLOSING ANY INFORMATION IN BLOGS, FORUMS, SOCIAL MEDIA PAGES, AND OTHER PUBLIC POSTING AREAS. WE ARE NOT RESPONSIBLE FOR THE

USE BY OTHERS OF THE PERSONAL INFORMATION THAT YOU DISCLOSE IN ANY PUBLIC POSTING AREAS.

Disclaimer Regarding Chat Features

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

discourage use of these Chat Features if you do not consent to the collection and use of such personal information by Amira's Chat Features.



Products

The
Science
Behind
Amira

Research

By Location

Resources

About

Disclaimer Regarding SMS Messaging

Amira may offer an SMS messaging program. For purposes of this program, no mobile information will be shared with third parties or their affiliates for marketing or promotional purposes. All other categories of personal information shared with third parties and their affiliates exclude text messaging originator opt-in data and consent. This information will not be shared with any third parties or their affiliates, excluding aggregators and providers of text message services.

Your Choices Additional Privacy Rights

In accordance with applicable privacy law, and depending upon the jurisdiction in which you reside, you may have the right to request to access, correct or delete your personal information or to request to opt-out of certain types of data practices. Please see our Additional Privacy Notices for U.S. Residents for additional state specific information and disclosures regarding rights that may be available to you. Eligible users can submit a request by emailing us at trust@amiralearning.com.

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.



Typically, because Amira provides services through schools, the fastest way to exercise these rights is by contacting your school. A parent can request the teacher or school administrator to correct or obtain their child's information from Amira. You can also contact Amira directly with privacy requests or questions at trust@amiralearning.com. Amira will verify the identity of the requester with the school or district before taking action with a child's data.

Individual Privacy Rights and Choices

Individuals (or their parents/guardians in the case of minors) have various rights regarding their personal information. Amira is committed to upholding these options and providing accessible ways for individuals to exercise them. These options include:

- Option to Access: You have the right to access personal information that Amira holds about you.
- Option to Correction: If any personal information we have is inaccurate or incomplete, you have the right to correct them. Schools and teachers can also directly edit certain information through the platform (for instance, correcting a student's misspelled name). We encourage schools to keep roster information current, and we will honor any verified correction requests.
- Option to Withdraw Consent: Where our processing of personal information is based on consent, that consent can be withdrawn at any time. Withdrawal of consent may mean we can no longer provide services to the student. Withdrawing consent does not affect the lawfulness of processing that occurred before the withdrawal. If certain data must be retained for legal reasons, we will inform you.

● Option to Deletion: Separate from withdrawing consent, individuals may have the

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

These options include by contacting your school. For example, a parent can request the teacher or school administrator to correct or obtain their child's information from Amira, and the school can then work with us to fulfill the request. This is often efficient since schools can verify the identity and authority of the requester. We work closely with our school customers to assist with any privacy-related requests and will promptly comply with the school's direction in line with applicable law.

You also have the option to contact Amira directly with privacy requests or questions (see "Contact Us" below). If you contact us directly, we will need to coordinate with the school to verify your identity/relationship to the student before acting on the request. We will respond to all individual requests as soon as possible. If we need an extension or cannot fulfill a request, we will inform you and explain the reasoning.

Educator Account Information

Educator users can access and update some of their own information by logging into their Amira account (for example, updating an email address). Educators can also opt out of receiving marketing or promotional emails from Amira (we include unsubscribe links in any such communications). Note that we will still send essential service emails (like security alerts or password resets) as these are not marketing. If you have connected Amira with other services (single sign-on, etc.), you can manage permissions via those services.

Amira uses common approaches like tracking and SDKs to provide its services. You can usually choose to set your browser to remove or reject optional browser cookies.

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

reading progress, or about your subscription.

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers to inform websites and services that they do not want certain information about their webpage visits collected over time and across websites or online services. Some browsers do not recognize DNT settings. At this time, we do not recognize or respond to browser-initiated DNT signals because we do not track you across websites.

Global Privacy Control (GPC) and Opt-Out Preference Signals

Amira recognizes and honors Global Privacy Control (GPC) and other opt-out preference signals that browsers and browser extensions transmit on your behalf although Amira does not transfer any personal information to third parties through cookies.

GPC is one of multiple methods available to exercise your right to opt out. You may also submit a request by emailing trust@amiralearning.com. Amira will respond to verifiable opt-out requests within the timeframe required under applicable law.

For more information about GPC, visit <https://globalprivacycontrol.org/>.

Contact Us

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.

Updates to this Privacy Policy

AMIRA
LEARNING

Products

The
Science
Behind

Research

By Location

Resources

About

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or for other operational reasons. When we make changes, we will revise the “Last Updated” date at the top of this Policy. We ensure that any material changes to the Privacy Policy are communicated clearly to users through appropriate channels, such as: email updates sent to registered Users, including Educators and Student Users, as required by applicable law.

By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.



Products

The
Science
Behind
Amira

Research

By Location

Resources

About



By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.



By clicking "**Accept**", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. View our [Privacy Policy](#) for more information.