

PRIVACY POLICY

CollegeBound Journey®

Provider	Four Directions Educational Consulting Services LLC
Effective Date	July 24, 2026

Four Directions Educational Consulting Services LLC (“Four Directions,” “we,” “us,” or “our”) operates 4decs.com and collegeboundjourney.com, including the CollegeBound Journey platform, online courses, educational databases, planning services, educator resources, and related services (collectively, the “Services”).

Four Directions is the parent company and owner of CollegeBound Journey. CollegeBound Journey is an educational platform and service offered by Four Directions.

This Privacy Policy explains what information we collect, how we use and protect it, when it may be disclosed, and the choices available to website visitors, customers, schools, organizations, educators, parents or guardians, and students.

1. Scope of This Privacy Policy

This Privacy Policy applies to information collected through:

- 4decs.com and collegeboundjourney.com;
- CollegeBound Journey accounts and services;
- online courses delivered through WordPress and LearnDash;
- contact, demonstration, registration, and resource-request forms;
- email communications and appointment scheduling;
- school- and organization-provided student accounts; and
- other interactions with Four Directions related to its products and services.

This policy does not apply to third-party websites, platforms, or services that Four Directions does not control.

2. Categories of Information We Collect

The information we collect depends on how a person interacts with Four Directions and CollegeBound Journey.

A. Website Visitors and Prospective Customers

- Name, email address, telephone number, school or organization name, job title or professional role;
- information submitted through contact, demonstration, or resource-request forms;
- appointment preferences, communications, and other information voluntarily provided.

B. Schools, Organizations, Educators, and Administrators

- School or organization name and representative or administrator contact information;
- billing, invoicing, contract, subscription, and student-license information;
- communications concerning implementation, support, or student access.

C. Student Account Information

CollegeBound Journey student accounts are provided through subscribing schools and organizations. Four Directions does not currently sell student accounts directly to individual students or parents.

Four Directions may create student accounts using information provided or authorized by the subscribing school or organization. Information associated with a student account may include:

- Student first and last name, school-issued email address, school name, and parent or guardian email address;
- account username and login information;
- course enrollment, progress, quiz responses, results, grades, completed assignments, and files uploaded through LearnDash;
- instructor feedback, dates of platform activity, and communications related to participation.

Four Directions does not require students to disclose Native identity, Tribal affiliation, race, ethnicity, disability, mental-health information, family financial information, disciplinary history, or other sensitive information to create an account.

Students may choose to include personal experiences or other personal information in written assignments. Students should not include information unrelated to the educational activity or information they do not want their school, authorized educators, or Four Directions instructors to review.

D. Payment and Transaction Information

We may collect customer and organization names, billing addresses, email addresses, invoice and transaction information, purchased Services, and payment status. Payments and invoicing are processed through QuickBooks or another identified payment provider. Four Directions does not ordinarily receive or store complete credit-card or bank-account numbers submitted directly to a payment processor.

E. Information Collected Automatically

When someone visits our websites or uses the Services, we may automatically collect an Internet Protocol address, browser and device type, operating system, referring website, pages visited, date and time of access, approximate geographic region, website interactions, diagnostic information, and security or access logs. We do not use CollegeBound Journey to track students' physical location.

3. Cookies and Website Analytics

Our websites may use cookies and similar technologies to maintain functionality and secure login sessions, remember preferences, understand website use, measure performance, diagnose problems, and protect forms and accounts from fraud, spam, or misuse.

We use Google Analytics to obtain information about website use and performance. Google Analytics may use cookies and collect device, browser, general-location, website-activity, and IP-related information according to Google's practices.

Visitors may restrict or block cookies through browser settings. Disabling cookies may prevent some website or account features from functioning properly.

Four Directions does not currently use Meta Pixel, Google Ads tracking, LinkedIn Insight Tag, or similar advertising trackers. We do not use student information for targeted advertising.

4. How We Use Information

We may use personal information to:

- provide, administer, support, secure, and improve the Services;
- create accounts, enroll users, deliver coursework and planning services, record progress, and make completed work available for authorized review;
- communicate with customers, educators, students, and parents or guardians and respond to questions or support requests;
- schedule demonstrations and appointments and process purchases, contracts, invoices, and payments;
- send information about requested or related Services;
- prevent unauthorized access, fraud, spam, or misuse and diagnose technical problems; and
- comply with contracts, laws, regulations, and legal processes and establish, exercise, or defend legal rights.

Four Directions may communicate directly with students by email for legitimate account, instructional, course-support, or service-related purposes. We do not use educational data to market or advertise products or services to students or their parents or guardians.

5. Student Information and School Responsibilities

When CollegeBound Journey is provided through a school or organization, that school or organization determines which students receive access and is responsible for:

- selecting authorized students and providing or approving information needed to create accounts;
- obtaining permissions, consents, notices, or authorizations required by law or school policy;
- ensuring student use is consistent with school policies;
- reviewing student or parent requests concerning educational records;
- notifying Four Directions when an account should be disabled or removed; and
- downloading student records the organization wishes to retain before deletion.

Authorized school administrators may use the LearnDash gradebook and related account features to review or download student course information available to their assigned permission level. Students, school administrators, Four Directions instructors, and other authorized users have different permissions based on their responsibilities.

6. Education Records and Ownership

Student account information, assignments, quiz results, grades, and related educational records are not the property of Four Directions. Four Directions processes these records only to provide the Services, perform contractual responsibilities, support authorized students and educators, comply with applicable law, and maintain platform security and operation.

Four Directions does not claim ownership of student assignments or other student-created work.

Where student information is subject to the Family Educational Rights and Privacy Act (“FERPA”) or applicable state student-data laws, Four Directions will handle it as required by its agreement with the subscribing school or organization and applicable law. FERPA rights are generally administered by the educational institution, not directly by its service provider.

7. Student and Parent Requests

A student, parent, or guardian who wishes to access, correct, download, or delete a student education record should first contact the subscribing school or organization.

If Four Directions receives such a request directly, we may refer it to the subscribing school or organization before acting. We will cooperate as reasonably necessary to respond to a verified and legally authorized request. This helps ensure that an education record is not released, changed, or deleted without appropriate authorization.

8. Student Eligibility and Children’s Privacy

CollegeBound Journey is intended for students who are at least 14 years old and receive access through a participating school or organization.

The Services are not directed to children under 13, and Four Directions does not knowingly collect personal information directly from children under 13.

Schools and organizations must not create CollegeBound Journey accounts for children under 14 without written authorization from Four Directions and satisfaction of all applicable consent and privacy requirements. If we learn that information was collected from an ineligible child, we will take reasonable steps to restrict or delete the account and associated information, as appropriate.

9. How Information Is Disclosed

Four Directions does not sell, rent, or exchange personal information.

A. Schools and Organizations

Student information may be available to the subscribing school or organization and its authorized administrators, educators, counselors, or other personnel.

B. Service Providers

We may provide limited information to companies that perform services on our behalf, including:

- WP Engine for website hosting;
- WordPress and LearnDash for website, account, and course functionality;
- Cloudflare for website security and content delivery;
- QuickBooks for payments, invoicing, and financial records;
- Calendly for appointment scheduling;
- Google Analytics for website analytics;
- Gravity Forms for website forms;
- Google reCAPTCHA for spam and abuse prevention; and
- YouTube for embedded video content.

These providers process information according to their privacy policies and contractual obligations and receive only information reasonably necessary to provide their services.

C. Legal and Safety Reasons

We may disclose information when reasonably necessary to comply with law or legal process; respond to a lawful government request; protect the rights, safety, or property of Four Directions, its users, students, or others; investigate fraud, security incidents, or misuse; or enforce our contracts, policies, or Terms and Conditions.

D. Business Changes

If Four Directions is involved in a merger, acquisition, reorganization, financing, sale, or transfer of some or all of its business or assets, information may be disclosed as part of that transaction, subject to applicable student-data restrictions and confidentiality obligations. Educational data will not be transferred or used inconsistently with applicable law or the relevant school or organization agreement.

10. No Sale, Targeted Advertising, or Commercial Use of Student Data

Four Directions does not:

- sell or rent personal information or student information;
- use student educational records for targeted advertising or commercial advertising profiles;
- market unrelated products or services to students using educational data; or
- require disclosure of Native identity or Tribal affiliation for commercial purposes.

We may use deidentified or aggregated information that does not reasonably identify an individual to maintain, evaluate, secure, or improve the Services.

11. Information Security

Four Directions uses reasonable administrative, technical, and organizational safeguards designed to protect personal information. These may include encryption in transit, role-based permissions, password-protected administrative access, security and spam-prevention services, restricted access, monitoring and security logging, hosting and backup services, and procedures for responding to suspected incidents.

Only authorized persons who need access to provide or support the Services may access student educational records. No website, platform, storage system, or electronic transmission method can be guaranteed completely secure, and Four Directions cannot guarantee absolute security.

If Four Directions discovers a security incident affecting school-provided educational data, it will notify the affected school or organization and provide information reasonably necessary for the organization to meet its legal obligations.

12. Retention and Deletion

We retain information only as long as reasonably necessary for the purposes described in this policy and to meet legal, contractual, accounting, and security obligations. Our general retention periods are:

Type of Information	General Retention Period
Contact and demonstration requests	Up to 2 years
Customer account and service records	Duration of service plus 3 years
Contracts, invoices, and payment records	7 years
Marketing contacts	Until unsubscribe or verified deletion request
Technical and security logs	Up to 12 months
Student account information and assignments	Generally within 30 days after authorized access ends

Student account information and assignments will generally be deleted within 30 days after Four Directions receives notice that the student is no longer an authorized user or after the subscribing organization's access ends.

Before access ends, authorized school personnel may use the LearnDash gradebook and available features to download content or records the school is authorized to retain.

Information may be retained longer when required by law; when a claim, investigation, audit, or security matter is pending; when continued service is reasonably anticipated; or when the subscribing organization makes a lawful written request for temporary retention.

Deleted information may remain temporarily in restricted system backups maintained by hosting or technology providers. Backup information is not used for ordinary business purposes and is removed or overwritten according to the provider's practices.

13. Marketing Communications

Four Directions may send information about its Services to people who request information or resources, submit a contact or demonstration form, schedule an appointment, subscribe to communications, or contact Four Directions about a product or service.

Recipients may unsubscribe from marketing emails through the unsubscribe link or by emailing info@4DECS.com. Unsubscribing does not prevent necessary transactional, account, instructional, contractual, security, or service-related messages. Four Directions does not use student educational data to send marketing communications to students or their parents or guardians.

14. Privacy Choices and Requests

Depending on the circumstances and applicable law, an individual may ask Four Directions to confirm whether we maintain personal information about them; provide access to, correct, delete, or provide a copy of eligible information; or stop marketing communications.

Requests must be emailed to info@4DECS.com. We may verify the requester's identity and authority. Student-record requests may be directed to the subscribing school or organization as explained in Section 7.

Information may be retained when necessary to complete a transaction or service; maintain financial, contractual, or tax records; protect security; comply with law; resolve a dispute; collect amounts owed; or establish, exercise, or defend legal rights.

Four Directions cannot directly delete information controlled independently by a third-party provider. Individuals may need to submit a separate request to that provider.

15. Third-Party Websites and Embedded Content

Our websites may contain links to third-party websites or embedded content, including YouTube videos. Interacting with them may allow the provider to collect information under its own privacy policy. Four Directions does not control and is not responsible for the privacy, security, content, or practices of independent third-party websites or services.

16. Changes to This Privacy Policy

Four Directions may update this Privacy Policy to reflect changes in its Services, technology, business practices, service providers, or legal obligations. The updated policy will be posted on the applicable website with a revised “Last updated” date. When required by law or contract, we will provide additional notice of material changes. Changes apply prospectively from the posting date unless another effective date is stated.

17. United States Operations

Four Directions and its websites operate within the United States. Information may be processed and stored in the United States by Four Directions and its service providers. The laws of the United States and the State of Minnesota apply as appropriate, subject to any other applicable state or federal privacy requirements.

18. Contact Information

Questions, concerns, or privacy requests may be submitted to:

Four Directions Educational Consulting Services LLC

CollegeBound Journey®

Email: info@4DECS.com

Mailing address: The address shown on the applicable invoice