

DragonLearn

Recommended by:

Brazil: São Paulo

Developer's Description:

[translation] “Dragonlearn.com.br is an online platform where students from all over Brazil study school subjects in an interactive way. Mathematics and English, 1st to 9th grade.”¹

Information

Type: Website

Apparently designed for children? Yes

Developer: DragonLearn

Analyzed by Human Rights Watch

Date: June 2021

URL at the time of analysis:

[Link](#)

Was there a publicly available privacy policy at the time of analysis? Yes. [Link](#)

Website Analysis

This website collected and sent the following data about users to third-party companies²:

To track the user | 8 ad trackers sent data about users to third-party companies

3 ad trackers sent users' data to **Google** through the domains google-analytics.com, doubleclick.net, youtube.com

1 ad tracker sent users' data to **Facebook** through the domain facebook.com

1 ad tracker sent users' data to **Intercom** through the domain intercom.io

1 ad tracker sent users' data to **Yandex** through the domain yandex.ru

1 ad tracker sent users' data to **Mail.Ru Group, OOO** through the domain mail.ru

1 ad tracker sent users' data to **ZenDesk** through the domain zendesk.com

To watch and record the user

This site used session recording to record what users did on this website, including clicks and mouse movements around the page, and sent the recording to **Yandex** through the domains mc.yandex.ru/metrika/watch.js, nullmc.yandex.ru/webvisor/

To capture what users type, before they hit send

Key logging was not detected on this site.

To find out who the user is

Canvas fingerprinting was not detected on this site.

To track the user across the internet | 3 third-party cookies were found on this site that tracked users across the internet

3 cookies sent users' data to **Google** through the domains doubleclick.net, youtube.com

This website collected and sent users' data through these tracking technologies:

Facebook Pixel³ | was detected on this site sending data about users to Facebook. This allows this website to later target its users with ads on Facebook and Instagram. Facebook can also retain and use this data for its own advertising purposes.

Google Analytics' 'remarketing audiences' | was detected on this site sending data about users to Google. This allows this website to target its users with ads across the internet.

¹ Translate provided by Google Translate. See: Dragonlearn, “DragonLearn.com.br,” <https://web.archive.org/web/20210304055301/https://dragonlearn.com.br/> accessed March 4, 2021)

² A technical analysis does not definitively determine the intent of any particular tracking technology, or how the collected data is used. For example, an EdTech product can include third-party tracking code that collects information that may be useful to monitor the product's performance and stability. The same data collected by the same third-party code may also be used for advertising or other marketing purposes.

³ Facebook rebranded itself to Meta in October 2021. This privacy profile refers to Facebook as both the platform and the parent company, for consistency across the timeline of Human Rights Watch's investigation.