

Escola Mais

Recommended by:

Brazil: São Paulo

Developer's Description:

[translation] “Escola Mais offers high quality education at a price that fits your pocket.”¹

Information

Type: Website

Apparently designed for children? Yes

Developer: Escola Mais

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? No

Website Analysis

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

To track the user | 11 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, googletagmanager.com

2 ad trackers sent users' data to **Facebook** through the domain facebook.com, facebook.net

2 ad trackers sent users' data to **Criteo** through the domains criteo.com, criteo.net

2 ad trackers sent users' data to **UOL** through the domain uol.com.br, jsuol.com.br

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

1 ad tracker sent users' data to **Instapage** through the domain instapage.com

To watch and record the user

Session recording was not detected on this site.

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 | 6 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

2 cookies sent users' data to **Taboola** through the domain Taboola.com

1 cookie sent users' data to **Instapage** through the domain instapagemetrics.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: Escola Mais, “Escola Mais,” <https://web.archive.org/web/20210228221447/https://www.escolamais.com/> (accessed February 28, 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.