

Estude em Casa

Recommended by:
Brazil: Minas Gerais

Developer's Description:

[translation] “Discover all the tools for you to study safely at home in this period of social isolation.”¹

Information

Type: Website

Apparently designed for children? Yes

Developer: Government

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 | 4 ad trackers sent data about users to third-party companies

4 ad trackers sent users' data to **Google** through the domains google-analytics.com, doubleclick.net, googletagmanager.com, youtube.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 | 3 third-party cookies were found on this site that tracked users across the internet

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

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

Facebook Pixel³ | was not detected on this site.

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 Translation provided by Google Translate. Brazil, Minas Gerais State Secretary of Education, “Estude em Casa,” <https://web.archive.org/web/20210303205616/https://estudeemcasa.educacao.mg.gov.br/> (accessed March 3, 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.