

# Manga High

## Recommended by:

Brazil: São Paulo

## Developer's Description:

[translation] “Transform your lessons with game-based teaching and learning Used by thousands of students daily... More than 700 activities to increase students’ understanding of math. Mangahigh is trusted by more than 5,000 schools around the world.”<sup>1</sup>

## Information

Type: Website

Apparently designed for children? Yes

Developer: Blue Duck Education Limited

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 companies<sup>2</sup>:

### 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 **Hotjar** through the domain hotjar.com, hotjar.io  
1 ad tracker sent users’ data to **Functional Software** through the domain sentry-cdn.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 **Hotjar** through the domains script.hotjar.com, static.hotjar.com

### To capture what users type, before they hit send

This site used key logging to capture text typed by users, before they hit send, and sent it to **Manga High** through the domain mangahigh.com

### To find out who the user is

Canvas fingerprinting was not detected on this site.

### To track the user across the internet

Third-party cookies were not detected on this site.

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

**Facebook Pixel<sup>3</sup>** | 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.

<sup>1</sup> Translate provided by Google Translate. See: Manga High, “Manga High,” <https://web.archive.org/web/20210225073059/https://www.mangahigh.com/pt-br/> (accessed February 25, 2021)

<sup>2</sup> 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.

<sup>3</sup> 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.