

# Privacy Policy

**Last updated:** January 1, 2023

Please click [here](#) for a printable PDF version of this Privacy Policy.

Kids2, Inc. (collectively referred to herein as “Kids2”, “KidsII,” “we”, “our”, or “us) recognizes the importance of protecting personal information we may collect from visitors and any other individual or entity (“Users”, “you”, or “your”) who visit our web sites. This Privacy Policy applies to data collection by Kids II and shall apply to your use of the websites, [www.kids2.com](http://www.kids2.com) and other Kids2-related sites (each, a “Site” and collectively the “Sites”) [www.parent.com](http://www.parent.com), [www.summerinfant.com](http://www.summerinfant.com); and applications, software, communications, capabilities and services (“Services”) accessible on or through a Site, but excluding services that state that they are offered under a different privacy policy.

Our Privacy Policy explains: (1) what information we collect; (2) why we collect it; (3) how we use that information; (4) how we may share it; and (5) the choices we offer, including how to access and delete information. Specifically, our Privacy Policy covers the following topics:

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Please familiarize yourself with our privacy practices and let us know if you have any questions. By using the Sites, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Sites.

If you have any questions or comments about this Privacy Policy, please submit a request to [privacy@kids2.com](mailto:privacy@kids2.com) or [privacy@kidsii.com](mailto:privacy@kidsii.com).

Residents in the European Economic Area ("EEA"), United Kingdom ("UK"), Switzerland, California, Colorado, Connecticut, and Virginia should refer to the body of this Privacy Policy as well as the "Jurisdiction-Specific Notices" section below for additional information that may be applicable to them.

Additionally, parents should review the Kids2, Inc. Children's Privacy Policy for more information regarding our privacy practices in relation to children's data.

### **Site Conditions of Use**

By accessing or using the Sites in any manner, you also agree to be bound by Kids2's Site's [Terms of Use](#) (the "Agreement"). Please read the Agreement carefully. If you do not accept all of the terms and conditions contained in or incorporated by reference into the Agreement, please do not use the Sites.

### **Information We Collect**

We collect information, including personal information, to provide better services to all our Users. We use the term "Personal Information" to refer to any information that identifies, relates to, or describes an identified or identifiable natural person. Common examples of Personal Information include: full name, email address, information about your device, and certain metadata.

Kids2 does not collect or use sensitive Personal Information and asks that you do not provide sensitive Personal Information to us, such as Social Security numbers, genetic or biometric information, or physical or mental health information.

The Personal Information which we collect includes, but is not limited to, the following circumstances and data elements:

- If you express an interest in obtaining additional information about our Services, request customer support, use our “Contact Us” or similar features, register to use our Sites or Services, or download certain content, we may require that you provide to us your *personal identifiers* (such as your name and email address) and *contact information* (such as your address and phone number);
- If you interact with us on social media accounts, we may collect your *personal identifiers* (such as your social media username);
- If you use and interact with our Sites or receive our emails, we automatically collect information about your device and your usage of our Sites or emails through cookies, web beacons or similar technologies, including *Internet or other electronic network activity information* (such as Internet Protocol (IP) addresses or other identifiers) Please see the "Cookies & Similar Technologies" section below for more information);
- If you register the product you bought or request product support or replacement parts, we will collect product registration information, including *personal identifiers* (such as name), *contact information* (such as email address and address), the product purchased, date and location of the purchase, model number, and the contents of any comments; and
- If you leave a review of a product, we will collect the information you provide, including *personal identifiers* (such as your name), your state, the number of reviews you have submitted, and the content of your review.
- If you voluntarily submit certain information to our Services, such as filling out a survey about your user experience, we collect the information you have provided as part of that request.

Business Contacts: We may receive your contact information, such as your *personal identifiers* (including your name and email address), *contact information* (such as your telephone number), and/or *professional or business-related information* (including your business address), through our online or offline interactions with you, such as when we work together on a project or discuss opportunities to work together. We may send you emails or call you with information about our business dealings, news, or marketing information to communicate with you for business purposes.

If you provide us or our service providers with any Personal Information relating to other individuals, you represent that you have the authority to do so and acknowledge that it will be used in accordance with this Privacy Policy. If you believe that your Personal Information has been provided to us improperly, or to otherwise exercise your rights relating to your Personal Information, please contact us by using the information set out in the “How to Contact Us” section below.

We obtain the categories of Personal Information listed above from the following categories of sources:

- Directly from our customers. For example, from documents that our customers provide to us related to the products which they purchase.
- Indirectly from our customer. For example, through information we collect from our customers in the course of providing products to them through our retail partners.
- Directly and indirectly from activity on our Sites (www.Kids2.com). For example, from website usage details that are collected automatically. In addition, like many companies, we use “cookies” which are small text files a website can use to recognize repeat users, facilitate the user’s ongoing access to and use of the site and to track usage behavior of, for example, the webpages you visit.
- From social media platforms and networks that you use in connection with our Sites, such as Facebook, LinkedIn, Twitter, Pinterest and Instagram.
- From third parties that interact with us in connection with the services we perform and the products which we produce.

### **Cookies & Other Technologies**

We and our partners use various technologies to collect and store information when you visit one of our services, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store *personal identifiers* (such as your IP address), *Internet or other electronic network activity information* (such as your browser characteristics, device IDs and characteristics, operating system version, and language preferences) and information concerning your usage of our Sites (including the link you used to reach a given webpage) when you interact with services from our partners, such as advertising services. Our third party advertising and analytics partners include Google and similar partners. Please see our Cookie Policy for more details.

The technologies we use for this automatic data collection may include:

- **Cookies**. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our services.
- **Web Beacons**. Pages of our services or our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count Users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Clickstream Data**. Clickstream data is information collected by our computers when you request webpages from the Sites. Clickstream data may include information such as the page served, the time spent viewing the page, source of the request, type of

browser making the request, the preceding page viewed and similar information. Clickstream data permits us to analyze how visitors arrive at the Sites, what type of content is popular, what type of visitors in the aggregate are interested in particular kinds of content on the Sites.

We use information collected from cookies and other technologies, to improve your User experience and the overall quality of our Services. We may use your Personal Information to see which webpages you visit at our Site, which website you visited before coming to our Site, and where you go after you leave our Site. We can then develop statistics that help us understand how our visitors use our Site and how to improve it. We may also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

### **How We Use Information We Collect**

We use your Personal Information in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

1. To present, operate or improve the Site and Services, including analysis of Site activity;
2. To inform you about Services and products available from Kids2;
3. To authorize access to our Sites and Services;
4. To provide, maintain, administer or expand the Services, performing business analyses, or for other internal purposes to support, improve or enhance our business, the Services, and other products and services we offer;
5. To offer and administer programs;
6. To customize or tailor your experience of the Services;
7. To administer content, or other Site features;
8. To communicate about, and administer your participation in, special programs, surveys, contests, online campaigns, online programs, and other offers or promotions, and to deliver pertinent emails;
9. To improve our Site and Services;
10. To secure our Services, including to authenticate Users;
11. To use statistical information that we collect in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;
12. To respond to and support Users regarding their use of the Sites and Services;
13. To comply with all applicable legal requirements;
14. To enforce our Terms of Use and other agreements;
15. To perform data analysis and testing;
16. To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users;
17. To resolve disputes;
18. To process warranty claims;
19. To improve products and services;
20. To provide replacement parts, assembly instructions and refunds; and

21. To otherwise fulfill the purpose for which the information was provided.

We use the information we collect from our Sites to provide, maintain, and improve them, to develop new services, and to protect our company and our Users.

### **Our Legal Basis for Collecting Personal Information**

Whenever we collect Personal Information from you, we may do so on the following legal bases:

1. For compliance with a legal obligation to which Kids2 is subject;
2. Your consent to such collection and use;
3. Out of necessity for the performance of an agreement between us and you, such as your agreement to use our Services or your request for Services;
4. Our legitimate business interest, including but not limited to the following circumstances where collecting or using Personal Information is necessary for:
  - Intra-organization transfers for administrative purposes;
  - Product development and enhancement, where the processing enables Kids2 to enhance, modify, personalize, or otherwise improve our services and communications for the benefit of our Users, and to better understand how people interact with our Sites;
  - Communications and marketing, including processing data for direct marketing purposes, and subject to your opt-in for these purposes, and to determine the effectiveness of our promotional campaigns and advertising;
  - Fraud detection and prevention;
  - Enhancement of our cybersecurity, including improving the security of our network and information systems; and
  - General business operations and diligence.

Provided that, in each circumstance, we will weigh the necessity of our processing for the purpose against your privacy and confidentiality interests, including taking into account your reasonable expectations, the impact of processing, and any safeguards which are or could be put in place. In all circumstances, we will limit such processing for our legitimate business interest to what is necessary for its purposes.

### **When You Choose Not to Provide Personal Information**

Your provision of Personal Information is required in order to use certain parts of our Services and our programs. If you fail to provide such Personal Information, you may not be able to access and use our Services and/or our programs, or parts of our Services and/or our programs.

## **Our Retention of Your Personal Information**

We determine the appropriate retention period for Personal Information on the basis of the amount, nature and sensitivity of your Personal Information processed, the potential risk of harm from unauthorized use or disclosure of your Personal Information and whether we can achieve the purposes of the processing through other means, as well as on the basis of applicable legal requirements (such as applicable statutes of limitation).

After expiry of the applicable retention periods, your Personal Information will be deleted. If there is any data that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further use of such data.

## **Sharing Personal Information**

Kids2 may disclose any of the categories of your Personal Information to:

Service providers, affiliates, and trusted business partners. We may disclose your Personal Information to service providers, affiliates, and trusted business partners for a business purpose, which includes providing product support and replacement parts, enabling our compliance with applicable law, and testing and improving our Services. As to service providers, when we disclose Personal Information for these reasons, we enter into a contract that describes the purpose and requires the recipient to both keep that Personal Information confidential and not use it for any purpose except for the purposes set forth in the contract.

Legal and similar disclosures and to protect our Sites and Services. We may disclose your Personal Information for legal reasons. Specifically, we will share Personal Information with companies, organizations or individuals outside of Kids2 if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable Terms of Use, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of Kids2, our Users or the public as required or permitted by law.

We attempt to notify consumers about legal demands for their Personal Information when appropriate in our judgment, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the

requests are overbroad, vague or lack proper authority, but we do not promise to challenge every demand.

Merger, sale, or other asset transfers. We may disclose your Personal Information in the event of a business transfer. If we establish a new related entity, are acquired by or merged with another organization, or if substantially all of our assets are transferred to another organization, Personal Information about our users is often a transferred business asset. In the event that Kids2 itself or substantially all of our assets are acquired, Personal Information about our users may be one of the transferred assets.

### **Privacy Rights**

Certain jurisdictions have specific legal requirements and grant privacy rights with respect to personal information, and we will comply with restrictions and any requests you submit as required by applicable law. For example, you may have the right to: (1) obtain a copy of personal information we maintain about you in a portable format; (2) correct inaccuracies or incompleteness in your personal information; (3) object to the continued processing or use of your personal information; (4) complain to a supervisory authority; (5) or request that personal information be blocked, anonymized or deleted. In addition, if you believe that personal information we maintain about you is inaccurate, subject to applicable law, you may have the right to request that we correct or amend the information by contacting us as indicated in the "How to Contact Us" section below. You may also have the right to not be discriminated against for exercising your privacy rights. If you are a California, Colorado, Connecticut, Virginia, EEA, Switzerland, or UK resident, see our "Jurisdiction-Specific Notices" section below for additional information as to how to exercise rights under the laws of those jurisdictions. If you are located outside that jurisdiction and seek to exercise your rights under the law of another jurisdiction, please contact us by emailing [privacy@kids2.com](mailto:privacy@kids2.com).

To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to the information. When you make a request, we may require that you provide information and follow procedures so that we can verify your identity (and the applicable jurisdiction). The verification steps we take may differ depending on your jurisdiction and the request. Where possible, we will attempt to match the information that you provide in your request to information we already have on file to verify your identity. If we are able to verify your request, we will process it. If we cannot verify your request, we may ask you for additional information to help us do so.



We will respond to your request within the time period required by applicable law. However, we may not always be able or required to comply with your request, in whole or in part, and we will notify you in that event.

**Jurisdiction Specific Notices**

- **California Residents**

Notice at Collection Regarding the Categories of Personal Information Collected

California residents have the right to receive notice of the categories of Personal Information we collect, and the purposes for which those categories of Personal Information will be used. The chart below describes the information we have collected during the last twelve (12) months from California consumers depending on how a consumer uses our Services.

The sources of this Personal Information are described in the "Information We Collect" section above. We collect this Personal Information for the purposes described in the "How We Use Information We Collect" section above. Also, please see our Cookie Policy for information about the collection and use of Personal Information by third-parties who process information collected by cookies and related technologies that we permit them to use on the Site. Except as indicated in the "California Job Applicants" section, we do not seek to collect any "sensitive personal information" (as defined in the CCPA).

Category	Type of Identifiers We Collect	Sold or Shared	Retention	Disclosed
A. Identifiers.	First and last name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address.	Not sold; not shared	The duration of our relationship with you; the length of time necessary to complete a transaction; whether your Personal Information is a sensitive type; whether you specifically consented to retain the data; and our legal, contractual or similar obligations to retain or delete the data.	Service providers affiliates, business partners
B. Personal information categories listed in the California Customer Records statute	A name, physical characteristics or description, address, telephone number.	Not sold; not shared	Same as above.	Service providers affiliates, business partners

(Cal. Civ. Code § 1798.80(e)).				
C. Protected classification characteristics under California or federal law.	Age (40 years or older), sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions).	Not sold; not shared	Same as above.	Service providers affiliates, business partners
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, product warranty information.	Not sold; not shared	Same as above.	Service providers affiliates, business partners
E. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Not sold; not shared	Same as above.	Service providers affiliates, business partners
F. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	Not sold; not shared	Same as above.	Service providers affiliates, business partners

California Job Applicants

When you apply for a job with Kids2, information may be collected about you in multiple ways: you may provide it to us in connection with your application; we may make observations in the application process or collect information from public information sources; or you may authorize us to collect information from other sources, such as a former employer or reference.

The following table describes our practices with regard to information submitted in the job application process. If you use our website in the job application process, additional information may be automatically collected, as described above.

<b>Category</b> (* may constitute "sensitive personal information" under the CCPA)	<b>Examples</b>	<b>Sold or shared</b>	<b>Criteria used to determine retention periods</b>	<b>Disclosed to</b>
Personal Identifiers	name, email address, phone number, and contact address, username, social media handle	Not sold; not shared	The duration of our relationship with you; the length of time necessary to complete a transaction; whether your Personal Information is a sensitive type; whether you specifically consented to retain the data; and our legal, contractual or similar obligations to retain or delete the data.	Service Providers
Protected Classifications*	gender, race and ethnicity, date of birth	Not sold; not shared	Same as above.	Service Providers
Geolocation Information*	Coarse information (e.g., ZIP code, IP address)	Not sold; not shared	Same as above.	Service Providers
Professional or employment-related information.	employer's name, employer's address	Not sold; not shared	Same as above.	Service Providers
Education Information	institutions attended, degrees and certifications attained,	Not sold; not shared	Same as above.	Service Providers

In certain circumstances, you may submit your application for employment through a third-party service that displays our job posting. We do not control the privacy practices of these third-party services. Please review their privacy policies carefully prior to submitting your application materials.

### Rights Specific to California Residents

Under the CCPA, a California resident has the following rights: (1) to request additional information about our data collection, use, disclosure, and sales practices in connection with your Personal Information; (2) to request the specific Personal Information collected about you during the previous 12 months; (3) to request the deletion of the Personal Information we have about you; (4) to request a restriction on certain processing of Personal Information; and (5) to request correction of inaccurate information. You may not be discriminated against for exercising your California privacy rights. You may submit a request to exercise your rights under the CCPA through one of two means:

1. Submit a request via the online portal via [privacy@kids2.com](mailto:privacy@kids2.com), or
2. Call 1-800-230-8190 to submit your request.

Upon receiving your request, we will confirm receipt of your request by sending you an email confirming receipt. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the information. In some instances, such as a request to delete Personal Information, we may first separately confirm that you would like for us to in fact delete your Personal Information before acting on your request.

We will aim respond to your request as soon as reasonably practicable and consistent with any applicable laws. If we require more time, we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. You may authorize another individual or a business registered with the California Secretary of State, called an authorized agent, to make requests on your behalf through these means. We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

California residents are entitled to contact us to request information about whether we have disclosed Personal Information to third parties for the third parties' direct marketing purposes. Under the California "Shine the Light" law, California residents may opt-out of our disclosure of Personal Information to third parties for their direct marketing purposes. You may choose to opt-out of the sharing of your Personal Information with third parties for marketing purposes at any time by submitting a request to [privacy@kids2.com](mailto:privacy@kids2.com). California users may request further information about our compliance with this law by contacting us at [privacy@kids2.com](mailto:privacy@kids2.com) or by writing to us at the address listed in the "How to Contact Us" section.

- **Colorado Residents**

Colorado residents have certain rights around Kids2's collection, use, and sharing of their Personal Information. Kids2 does not sell your Personal Information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Kids2 does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Kids2 does not engage in "targeted advertising" as that term is defined in the Colorado Privacy Act "(CPA)".

Kids2 collects various categories of Personal Information when you use our Sites or Services. A more detailed description of the information Kids2 collects and how we use it is provided above in the section titled "Information We Collect". In the section titled "Sharing Personal Information" we describe the categories of third parties with whom we share Personal Information, and what information may be shared under different circumstances. If you are a resident of Colorado, starting July 1, 2023, you have the right to (1) request to know what Personal Information has been collected about you, and to access that information; (2) request to correct inaccuracies in your Personal Information; (3) request deletion of your Personal Information, subject to exceptions; and (4) obtain a copy of your Personal Information. You can learn more about how to submit a data rights request, or appeal denial of a request, by emailing [privacy@kids2.com](mailto:privacy@kids2.com).

- **Connecticut Residents**

Connecticut residents have certain rights around Kids2's collection, use, and sharing of their Personal Information. Kids2 does not sell your Personal Information and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Kids2 does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Kids2 does not engage in "targeted advertising" as that term is defined in the Connecticut Data Privacy Act ("CTDPA").

Kids2 collects various categories of Personal Information when you use our Sites or Services. A more detailed description of the information Kids2 collects and how we use it is provided above in section titled "Information We Collect." In the section titled "Sharing Personal Information" we describe the categories of third parties with whom we share Personal Information, and what information may be shared under different circumstances. If you are a resident of Connecticut, starting July 1, 2023, you have the right to (1) request to know what Personal Information has been collected about you, and to access that information; (2) request to correct inaccuracies in your Personal Information; (3) request deletion of your Personal Information, subject to exceptions; and (4) obtain a copy of your Personal Information. You can learn more about how to submit a data rights request, or appeal denial of a request, by emailing [privacy@kids2.com](mailto:privacy@kids2.com).

- **Virginia Residents**

Virginia residents have certain rights around Kids2's collection, use, and sharing of their Personal Information. Kids2 does not sell your Personal Information and will not do so in the

future without providing you with notice and an opportunity to opt-out of such sale as required by law. Similarly, Kids2 does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. Kids2 does not engage in “targeted advertising” as that term is defined in the Virginia Consumer Data Protection Act (“VCDPA”).

Kids2 collects various categories of Personal Information when you use our Sites or Services. A more detailed description of the information Kids2 collects and how we use it is provided above in section titled "Information We Collect". In the section titled "Sharing Personal Information," we describe the categories of third parties with whom we share Personal Information, and what information may be shared under different circumstances. If you are a resident of Virginia, you have the right to (1) request to know what Personal Information has been collected about you, and to access that information; (2) request to correct inaccuracies in your Personal Information; (3) request deletion of your Personal Information, subject to exceptions; and (4) obtain a copy of your Personal Information. You can learn more about how to submit a data rights request, or appeal denial of a request, by emailing [privacy@kids2.com](mailto:privacy@kids2.com).

- **EEA, Switzerland, and UK Residents**

The European Union’s General Data Protection Regulation (“GDPR”), and corresponding legislation in the UK and Switzerland, provide EEA, Switzerland, and UK residents with certain rights in connection with Personal Information you have shared with us. If you are resident in the EEA, Switzerland, or UK, you have the following rights:

1. **The right to be informed.** You are entitled to be informed of the use of your Personal Information. This Privacy Policy provides such information to you.
2. **The right of access.** You have the right to request a copy of your Personal Information which we hold about you.
3. **The right of correction:** You have the right to request correction or changes of your Personal Information if it is found to be inaccurate or out of date.
4. **The right to be forgotten:** You have the right to request us, at any time, to delete your Personal Information from our servers and to erase your Personal Information when it is no longer necessary for us to retain such data. Note, however, that deletion of your Personal Information will likely impact your ability to use our services.
5. **The right to object (opt-out):** You have the right to opt-out of certain uses of your Personal Information, such as direct marketing, at any time.
6. **The right to data portability:** You have the right to a “portable” copy of your Personal Information that you have submitted to us. Generally, this means your right to request that we move, copy or transmit your Personal Information stored on our servers / IT environment to another service provider’s servers / IT environment.

7. **The right to refuse to be subjected to automated decision making, including profiling:** You have the right not to be subject to a decision and insist on human intervention if the decision is based on automated processing and produces a legal effect or a similarly significant effect on you.
8. **The right to lodge a complaint with a supervisory authority.**

You may also have the right to make a GDPR complaint to the relevant Supervisory Authority. A list of Supervisory Authorities is available here: [http://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

To exercise your rights, please submit your request to [privacy@kids2.com](mailto:privacy@kids2.com) or by using the contact information provided below and we will consider your request in accordance with applicable law. For your protection, we may need to verify your identity before responding to your request, such as verifying that the email address from which you send the request matches your email address that we have on file. If we no longer need to process Personal Information about you in order to provide our Services or our Site, we will not maintain, acquire or process additional information in order to identify you for the purpose of responding to your request. In some cases our ability to uphold these rights for you may depend upon our obligations to process Personal Information for security, safety, fraud prevention reasons, compliance with regulatory or legal requirements, or because processing is necessary to deliver the Services you have requested. Where this is the case, we will inform you of specific details in response to your request. We endeavor to respond to a verifiable consumer request within 30 days of its receipt consistent with applicable law. We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### **Our Opt-out Policy**

By providing an email address on the Kids2 Sites or Services, you agree that we may contact you in the event of a change in this Privacy Policy, to provide you with any Service-related notices, or to provide you with information about our events, invitations, or related educational information.

We currently provide the following opt-out opportunities:

1. At any time, you can follow a link provided in offers, newsletters or other email messages (except for e-commerce confirmation or service notice emails) received from us or a Kids2 partner to unsubscribe from the service.

Notwithstanding anything else in this Privacy Policy, please note that we always reserve the right to contact you in the event of a change in this Privacy Policy, or to provide you with any service-related notices.

### **Third Party Links**

The Sites may contain links to webpages operated by parties other than Kids2. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. Further, it is up to the User to take precautions to ensure that whatever links the User selects or software the User downloads (whether from this Site or other websites) is free of such items as viruses, worms, trojan horses, defects and other items of a destructive nature. These websites and services may have their own privacy policies, which the User will be subject to upon linking to the third party's website. Kids2 strongly recommends that each User review the third party's terms and policies.

### **International Transfer**

We may, directly or indirectly through third-party entities around the world, process, store, and transfer the information you provide, including your Personal Information, as described in this Privacy Policy. Specifically, the information and Personal Information that we collect may be transferred to, and stored at, a location outside of your jurisdiction. It may also be processed by staff operating outside of your jurisdiction who work for us or for one of the organizations outlined in this Privacy Policy in connection with the activities outlined in this Privacy Policy. By submitting your information and Personal Information using the Sites, you agree to this transfer, storing or processing. We will take steps to ensure that your Personal Information is treated securely and in accordance with this Privacy Policy. We have put in place commercially reasonable technical and organizational procedures to safeguard the information and Personal Information we collect on the Sites.

### **How We Protect Personal Information**

Kids2 maintains administrative, technical and physical safeguards designed to protect the user's Personal Information and other information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. Note however that certain aspects of Internet communications are inherently not completely secure.



## **Children's Privacy**

We recognize the need to provide further privacy protections with respect to Personal Information we may collect from children on our Sites and through our Services. Some of the features on our Sites and Services are age-gated so that they are not available for use by children.

When we intend to collect Personal Information from children, we take additional steps to protect children's privacy, including:

- Notifying parents about our information practices with regard to children, including the types of Personal Information we may collect from children, the uses to which we may put that information, and whether and with whom we may share that information;
- In accordance with applicable law, and our practices, obtaining consent from parents for the collection of Personal Information from their children, or for sending information about our products and services directly to their children;
- Limiting our collection of Personal Information from children to no more than is reasonably necessary to participate in an online activity; and
- Giving parents access or the ability to request access to Personal information we have collected from their children and the ability to request that the personal information be changed or deleted.

For additional information about our practices regarding children's personal information, please read our [Children's Privacy Notice](#).

## **"Do Not Track" Signals**

Kids2 does not track its users over time and across third party websites to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals.

## **Changes to this Privacy Policy**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are material, we will provide a more prominent notice (including, for certain services or programs, email notification or privacy policy changes) for a reasonable period of time. Nevertheless, you should review this Privacy Policy from time to time to be sure you are aware of the most recent version.

## **How to Contact Us**

If you have any specific questions about this Privacy Policy, you can contact us via email or phone or by writing to us at the address below:

Send e-mail to: [privacy@kids2.com](mailto:privacy@kids2.com)

Call us: 1-800-230-8190

Send mail to our address:

Kids2, Inc.

Attn: Privacy Policy Inquiry

3333 Piedmont Road, Suite 1800

Atlanta, Georgia 30305