

General

1. All our websites and apps (hereinafter the "Platform") are safe and privacy-oriented for kids and parents. The Privacy Policy explains how Hummus Education Pte. Ltd. ("Hummus Education Pte. Ltd.", "we", or "us") collects, uses, shares, and protects your Personal Information (which is information that can reasonably be used alone or in combination with other reasonably available information, to identify or contact a specific individual). Personal Information includes, but is not limited to, user data, metadata, and user content. This may include a name, delivery address, phone number, email address, password, assessment data or usage information. Any information combined with Personal Information will be treated as Personal Information.

2. By using or accessing the Services, you consent and agree to the data practices described in and the terms of this Privacy Policy. Capitalized terms not defined here have the meanings set forth in the terms and conditions (the "Terms and Conditions").

We may update our Privacy Policy to reflect changes to our information practices. If we do this and the changes are material, we will post a notice that we have made changes to this Privacy Policy on the Website for at least 7 days after the changes are made, and we will indicate the date these terms were last revised at the bottom of the Privacy Policy. Any revisions to this Privacy Policy will become effective the earlier of the end of that 7-day period or the first time you access or use the Service after any such changes.

Information we collect and how we use them

3. When you use our Services you provide us with and consent to our collection and use of two types of personal information: (i) information you submit via the Services and (ii) information regarding your use of the Services collected by us as you interact with the Services.

4. These information may include, (non-exhaustive): your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your use are collected to help us improve our website for you. This data is obtained through our analytics tracking system. In relation to the use of our products and services, we generate anonymised, unique ID references for each user account to allow us to provide our service to you, and use non-identifying information regarding your usage of the website including tap/click-based behaviour and your device and software models and versions, to ensure we provide you with the correct versions of features for your hardware and software. Usage data is typically aggregated in such a way that it contains no information pertaining to an individual at all. In such cases, it will not be personal data and will no longer be governed by this Privacy Policy at all.

5. Through the sign-up process or while using our Services, you may provide us with your name, phone number, delivery address, email address, and other information that may be requested during the sign-up process in order for us to deliver our service or product to you. We collect parent's email addresses in order to provide our service, send necessary messages and/or newsletter you subscribed to and to show you targeted adverts in your browser.

6. We do not ask for or collect any child-specific data like concrete name and surname, exact date of birth (day, month and year), identification number etc., anywhere on the Platform. We may ask for your child's age range, nickname and interests to customize your profile and provide educational materials/content relevant to a specific age and nickname.

7. When you use our Services, you may enable microphone and voice features that collect voice data when your child is using voice interactive stories. We gather your explicit consent from you as the Parent to collect voice data for the processing of voice interactive stories, and scoring voice recordings to show your child their pronunciation level and customize the learning experience over time. All other identifiers are removed from such data before processing through third parties.

8. Our apps include innovative features which allow you or your child to take photographs of your surroundings, of which we will process and recommend relevant voice-interactive content. In order to provide you with these experiences, we need to collect images. We gather your explicit content as a User/Parent to collect these images, and strongly encourage that you supervise your child at all times.

9. When you enter the Website, we collect your browser type and your IP address (a unique address that identifies your computer on the Internet). In addition, we store certain information from your browser using "cookies." A cookie is a piece of data stored on the user's computer tied to information about the user. We use session ID cookies to confirm that users are logged in. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may be necessary to provide you certain features available on the Website (e.g., customized delivery of information).

Retention policy

10. We store personal data as long as we need it and the retention practice depends on the type of data we collect, regulatory burden, and how we use the personal data. The retention period is directly mentioned or based on criteria that include legally mandated retention periods, pending or

potential litigation, tax and accounting laws, intellectual property or ownership rights, contract requirements, operational directives or needs, and historical archiving.

In some circumstances, we may anonymize your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Do contact us at brookiekids@hummusedu.com if you require further information on retention policy.

Sharing your personally-identifiable information with third parties

11. We will not sell, or, subject to the following paragraphs, disclose, your personal information to any third parties unless in specific use cases stated below.

12. We will share your personal information with third parties to provide services to us or you in connection with the Services, but subject to confidentiality obligations, which limit their use and disclosure of such information. For example, we may provide your personal information to companies that provide services to help us with our business activities, sending our emails, processing payments, or offering customer service.

13. We do not pass any identifiable child data to any third parties. Voice recordings that are passed to third parties have all identifiers removed.

14. We may reasonably determine that we are required to disclose personal information in response to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. Additionally, we may share account or other personal information when we believe it is necessary to comply with applicable law, to enforce our Service Terms & Conditions, to protect our interests or property, to prevent fraud or other harmful, unethical, or illegal activity perpetrated through the Services or using our company name. This may include sharing personal information with other companies, lawyers, agents or government agencies. Such sharing may happen without your consent and without notice to you.

15. We may share personal information with our affiliates, parent, subsidiaries, and investors. If the ownership of all or substantially all of our company's business, or individual business units or assets owned by our company that are related to the Services, were to change, or a bankruptcy or other change were to occur, your personal information may be transferred to the new owner or may be shared during such transaction (such as during due diligence) even if such transaction is not completed. In any such transfer of information, your personal information would remain subject to this Privacy Policy unless and until changed according to the terms herein.

Updating or deleting your Personally-identifiable information

16. You may request removal of your personal information collected by us through your use of our site. We will use commercially reasonable efforts to accommodate your request, although we cannot guarantee that the information can be successfully removed in all cases. We may retain aggregate and/or anonymous data collected through the Services, including Activity Data, which may be used by our company for training, improvement, promotion, research and other lawful purposes. We reserve the right to terminate your account should we evaluate that we are unable to reasonably accommodate your request.

Links

17. The Services may contain links to other websites. We are not responsible for the privacy practices of other websites. We encourage users to read the privacy statements of other websites that collect personal information. This Privacy Policy applies only to information collected by our company via the Services.

Information security

18. Our company has implemented administrative and technical safeguards designed to protect the confidentiality, integrity and availability of your information, access credentials and results. However, no method of transmission over the Internet, or method of electronic storage, is completely secure. Therefore, while we strive to protect your personal information, we cannot guarantee its absolute security.

19. In the event that the Company becomes aware of a data breach impacting your personal information, we will provide notification in compliance with all applicable laws. For example, we may post a notice on our Website or elsewhere on the Services and may email you at the email address you have provided to us. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

Consent

20. This Privacy Policy applies to all Personal Information that you may provide to us and the Personal Information we hold about you. By providing us with your Personal Information or by accessing, using or viewing the applicable website or any of its services, functions or contents (including transmitting, caching or storing of any such Personal Information), you shall be deemed to have agreed to each and all the terms, conditions, and notices in this Privacy Policy.

Updates to the Privacy Policy

21. Our company reserves the right to amend and vary the terms of this Privacy Policy at any time and will provide the updated Privacy Policy (if any) on our website and such change will become effective seven (7) days after we provide notice of such change. By using our Services beyond the effective date, you are agreeing and consenting to the revised Privacy Policy.

Children's Privacy

22. Users under the age of 21 should not use our Services except with the prior consent of a parent or guardian. If we learn that Personal Information of a child has been collected on our Services without prior parental consent, we will take appropriate steps to delete this information as we discover it and will not use it or share it with third parties. If you are a parent or guardian and discover that your child under the age of 21 has a registered account with our Services without your consent, please contact us to request that we delete that child's personal information from our systems.

Contact us

23. To understand more about our Privacy Policy, access your information, or ask questions about our privacy practices or issue a complaint, please contact us at brookiekids@hummusedu.com.

Last revised on 26th October 2022

By accepting this document, you agree to the Privacy Policy.