

# Privacy policy

Privacy is very important to us. We, Kidzify Inc., located at 8 The Grn Ste B, Dover, DE 19901, and reachable at phone number +1 305 610 6207 and email address [info@kidzify.ai](mailto:info@kidzify.ai), are committed to protecting your personal information and ensuring its confidentiality. In particular, we pay attention to the data of your children. We would like to inform you here about our data collection and data usage. This is the privacy policy for the website currently located at [www.kidzify.ai](http://www.kidzify.ai). Please carefully review this Policy to learn about how we collect, use, and protect any personal information and non-personal information you provide us with on or through this site and your choices for managing your personal information. By using this site, you signify your assent to this Policy.

## 1. Anonymous data processing

Unless otherwise stated in the following sections, no personal information is collected, processed, or used when using our website.

## 2. Personal information

Personal information is information that specifically identifies you or, when combined with other information we have, can be used to identify you. We collect information that personally identifies you (personal information) only if you choose to share such information with us. Personal data consists of inventory data and usage data. Inventory data consists of, for example, an e-mail address, name, appearance, date of birth, and data required for the establishment, content, and modification of the user relationship. Usage data are specifically the characteristics for the identification of your person, information about the commencement and conclusion of, as well as the extent of, the use of the website. Usage data also includes content data. This includes all information that results from your entries on this website itself, e.g. comments and ratings. The decision to provide this information is optional; however, if you elect not to provide such information, you may not be able to access certain content or features or participate in certain areas of this site. In addition, we may need to contact you via phone, e-mail, or mail to address questions or issues specific to your order, entry, etc., even if you have opted not to receive marketing communications from us.

## 3. Non-Personal Information

We automatically collect information that does not reflect or reference an individually identifiable user (non-personal information) to help us understand how our users use our site. Like most websites, we automatically collect and use the following data contained in log files:

- Technical Information, which may include certain information or characteristics about your computer, such as the type of browser and operating system you use and your computer's Internet Protocol (IP) address. For the most part, technical information remains anonymous (that is, it does not identify you personally), but in some cases, it can be traced back to personal information such as an e-mail address.

- Usage information, which may include non-personal information about how you use or browse our site and what products you buy (order history).

#### 4. Collection, processing, use of personal data

Kidzify Inc. collects, processes, and uses your personal data for the establishment, implementation, modification, or termination of the license agreement concluded between Kidzify Inc. and you, the processing of orders, for the use of the website, as well as for the content of the offer. When you download a coloring book or sign up for a newsletter, you provide information such as name, username, and e-mail address used for purposes of using the offer. You can look over an offer or order-related information, such as the status of delivery, news, and useful information. Non-personal information and personal information may be combined with data collected from other sources so that we may further improve the relevance of products, services, and advertisements offered on or through this site.

#### 5. Newsletter

When registering for the newsletter, Kidzify Inc. will use your e-mail address for advertising purposes until you unsubscribe from the newsletter. The following consent has been expressly granted to Kidzify Inc., and Kidzify Inc. has logged these. Under the CAN-SPAM Act, Kidzify Inc. is required to have the content of their consent available for retrieval at any time. Your e-mail address will not be shared with third parties, and you may revoke your consent to use your e-mail address for promotional purposes at any time with future effect. The deregistration of the newsletter can be done at any time either by a message to the contact option described below or via a dedicated link in the newsletter.

#### 6. Invitation-to-review

To improve our products and services, we may ask our customers to leave a review about the services and products they have purchased, downloaded, or otherwise acquired. If you have purchased, downloaded, or in any other way obtained Kidzify Inc. products or services, we may use your contact data you have previously provided to us, such as name and email address, to invite you to leave a review of our products and services on different consumer review platforms, such as Yotpo or Trustpilot review platform. Please note that by accessing such consumer review platform you enter third party website which may use your personal information for its own purposes subject to their privacy policies as published and/or made accessible on their websites.

#### 7. Customer Service

To answer your questions, process your inquiries or resolve them, it is sometimes necessary to ask for personal information such as name, address, e-mail address, and telephone number. Kidzify Inc. can use this information to answer your questions or to contact you by mail, e-mail, or phone. If you request a service or upload data to this site, Kidzify Inc. may need to contact you to obtain additional information needed to process or execute your request. However, Kidzify Inc. will not disclose such information to third parties without your permission, except as required by law or to the extent necessary for the execution and processing of your requests or for your assistance.

#### 8. Protection of data and disclosure to third parties

Information that we collect is stored on secure servers using standard security procedures and practices appropriate to the nature of the information in an effort to protect information from unauthorized access, destruction, use, modification, or disclosure. Kidzify Inc. transmits the personal data encrypted over the Internet using the so-called SSL (Secure Sockets Layer) method. However, providing personal information, whether it be in person, over the phone, or over the Internet, always entails risks, and no technological system is completely unaffected by manipulation or sabotage. Kidzify Inc. makes reasonable efforts to prevent and minimize the risk of unauthorized access to, and the unauthorized use or corruption of, personal information.

In principle, Kidzify Inc. will not disclose personal data to third parties, unless there is a legal obligation to pass it on or if a data transfer is required to carry out the contractual relationship. In this respect, the information provided by you for the purposes mentioned above, and to the extent necessary for the processing of your order or request, is exchanged with affiliate/partner companies. This is especially the case for printing and delivery. The amount of data transmitted is reduced to the minimum required.

If necessary, Kidzify Inc. may also make appropriate written statements, duplicate records against loss, create intermediate files or workspaces, and give such powers to third parties.

Kidzify Inc. will otherwise only forward personal and/or billing-related data to other third parties to the extent required or required by law in order to enforce the Terms of Use and/or other agreements with you and to protect the rights of third parties. Your concerns will be considered in accordance with the statutory provisions. The data will only be made available if a legitimate interest in it has been credibly demonstrated, or to protect the safety or rights (including intellectual property rights) of Kidzify Inc., our customers, consumers, or the general public.

In all other cases, we will not sell or rent personal information to third parties, and we will not otherwise disclose personal information to third parties without your express permission or as expressly disclosed in this Privacy Policy.

In the event that Kidzify Inc. is merged, sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer non-personal information and personal information in connection with such a transaction.

#### 9. Online privacy protection for children

We collect children's personal information from adults. Access to Kidzify Inc. is intended to be acquired by parents and not to be acquired by children directly. We do not knowingly collect personal information from children under the age of 13. If we become aware that we have inadvertently received personal information from a child under the age of 13, we will delete such information from our records.

For activities that necessitate the use of personal information from children under the age of 13, Kidzify Inc. will notify the respective parent of our privacy policy and obtain verifiable parental

consent before collecting personal information in compliance with the Federal Trade Commission's Children's Online Privacy Protection Act.

#### 10. Use of cookies

When you visit the Kidzify Inc. website, you remain anonymous. Every time you access the website and every time a file is accessed, access data about this process is stored in a log file on our server without any personal reference, i.e., IP address, page from which the file was requested, date, time, browser type, operating system, the page you visited, the amount of data transferred, access status (file transfer, file not found, etc.). From this data, statistics are generated which help Kidzify Inc. customize this site and tend to your needs.

In addition to the personal information you provide, this website uses "cookies", which are text files stored on your computer. It is a technology that can be used to collect specific user-specific settings and technical information that can be used to identify you. This information shows when and how users use the site and allows Kidzify Inc. to continually improve it. The use of cookies offers you the advantage of not having to enter your personal details when filling out various forms on the website. The use of cookies is common and a common practice on many websites. Cookies are stored on your computer and not on this page. We use cookies only to read information on your hard drive that has been stored there by a cookie from this site. If you do not wish to have cookies stored on your PC or if you wish to be notified of their storage, you can set your browser accordingly if it allows this. A corresponding manual can be found under the manufacturer information of the browser manufacturer. Previously established cookies can be deleted at any time. Kidzify Inc., however, points out that in this case you may not be able to fully use all the features of the website.

Our website uses cookies/advertising IDs for the purpose of advertising. This enables us to show our advertisements to visitors who are interested in our products on partner websites and emails. Re-targeting technologies use your cookies or advertising IDs and display advertisements based on your past browsing behavior. You can opt-out of interest-based advertising by visiting the following websites: <http://www.networkadvertising.org/choices> and/or <http://www.youronlinechoices.com/>. We may occasionally work with third-party advertising networks and advertisers who help deliver these advertisements to you. You can find out more about our use of cookies and your choices in our Cookie Policy.

#### 11. Right to information and contact options

You have the right to receive information about your stored personal data free of charge at any time. You have the right to correct, block, or delete your stored data. Please contact Kidzify Inc. at the address provided below or via the contact options on this website.

Kidzify Inc.  
8 The Grn Ste B  
Dover, DE 19901

Email: [info@kidzify.ai](mailto:info@kidzify.ai)

Phone: +1 305 610 6207