

# Kids Boost Privacy Policy

**Your privacy is very important to us. We want to make your experience on the Website as enjoyable and rewarding as possible.**

Kids Boost, Inc (“Kids Boost”, “Company”, “we”, “our”, or “us”) provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of Personal Information we receive via our Website (as defined in the Terms of Use available at <http://www.kidsboost.org>) from users of our Website (“Visitors”). This Privacy Policy may be updated from time to time. We will notify you of any material changes by posting the new Privacy Policy on the Website. Your use of the Website following any such notice will signify and constitute your assent to and acceptance of such revised Privacy Policy. Unless otherwise defined in this Privacy Policy, capitalized terms used herein have the same meanings as in our Terms of Use.

This Privacy Policy does not apply to the products or services of our business partners or to any other third parties, even if their products or services are linked to, or embedded within, our Website. We recommend that you review the privacy statements of the other parties with whom you interact before submitting your information.

For the purposes of this Privacy Policy, “Personal Information” means information that can be used to uniquely identify you, such as your name and e-mail address.

## Personal Information We Collect

When you interact with us, we may ask you to supply us with Personal Information. For example, when you contact us, make a donation, subscribe to newsletters or promotional materials, or otherwise use our Website, we may ask you to provide information such as your name, address, credit card number, and/or e-mail address.

## Our Use of Your Information

We mainly use your Personal Information, either alone or in combination with other information, so that we can provide, enhance and personalize our Website and related content, and marketing efforts. We may collect, use, transfer, and disclose information in a form that does not personally identify you (“Non-Identifying Information”) for any purpose.

The following are examples of a variety of ways that we may collect and use your Personal Information.

**Sign-up.** Visitors are asked to provide certain Personal Information when they sign up for the Kids Boost mailing list and to receive Kids Boost newsletters and updates including, their name, email, and postal code. The Personal Information so collected from Visitors during this sign-up process is generally not shared with third parties, unless specifically stated otherwise or under the circumstances described below (see “Information Sharing and Disclosure” below). However, in instances where Kids Boost and a partner jointly promote the Website and/or our company, Kids Boost may provide the partner certain Personal Information, such as the name and email of persons who signed-up for the mailing list, newsletters and updates resulting from the joint promotion for the sole purpose of allowing us and the partner to assess the results of the promotion. In this instance, Personal Information may not be used by the partner for any other purpose. Kids Boost may also generate non-identifying and aggregate profiles from the Personal Information we collect from

Visitors during registration (such as the total number, but not the names, of Visitors). As explained in more detail below, we may use this aggregated and Non-Identifying Information to sell advertisements that appear on the Website.

**Donations.** Visitors are asked to provide certain Personal Information when they make a donation to Kids Boost including name, address, email and credit card information. Kids Boost will never sell bank or credit card information. The Personal Information collected from Visitors during the donation process is used to process the donation received from such Visitor. This information is generally not shared by us with third parties, unless specifically stated otherwise or under one of the circumstances identified below (see “Information Sharing and Disclosure” below). Kids Boost may also generate non-identifying and aggregate profiles from Personal Information Visitors provided during donation (such as the total number, but not the names, of Visitors). As explained in more detail below, we may use this aggregated and Non-Identifying Information to sell advertisements that appear on the Website.

**Email Inquiries.** When Visitors send email inquiries to Kids Boost, the Visitor’s return email address is used to answer the email inquiry we receive. Kids Boost does not use the Visitor’s return email address for any other purpose and does not share the return email address with any third party except as described in this Policy.

**Online Advertisements.** Kids Boost may display online advertisements. We may share Non-Identifying Information about our Visitors with these advertisers. Additionally, in some instances, we may use Non-Identifying Information to deliver tailored advertisements. For instance, an advertiser tells us the audience they want to reach and provides us an advertisement tailored to the audience. Based upon the aggregated and Non-Identifying Information we have collected, we may then display the advertisement to the intended audience. Kids Boost does not share Personal Information about its Visitors with these advertisers.

## Information Sharing and Disclosure.

It is Kids Boost’s policy not to share the Personal Information we collect about Visitors in ways other than the ones described in this Privacy Policy without first obtaining your consent.

In addition to the types of information-sharing described above, Kids Boost may also disclose Personal Information about Visitors as follows:

We may engage third party companies and individuals to perform services on our behalf (e.g., without limitation, payment processing, software maintenance services, e-mail notifications, product delivery services, database management, web analytics and other services). These third parties may have access to your Personal Information. If they do, this access is provided so that they may perform these tasks on our behalf and they are not authorized by us to otherwise use or disclose your Personal Information, except to the extent required by law.

In addition, we may share your Personal Information with participating sponsors to a program and with third parties who assist us in using the content or other information you have posted or shared with us via our Website (e.g., production companies we may use). Further, we may share your Personal Information with third parties such as our co-promotional partners and others with whom we have marketing or other relationships.

We also cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of us or a third party, to protect the safety of the public or any person, or to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical or legally actionable.

Circumstances may arise where, whether for strategic or other business reasons, we may sell, transfer or otherwise disclose some or all of our assets, including your Personal Information, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy. It's Kids Boost's practice to seek appropriate protection for information in these types of transactions.

### **California Privacy and Do Not Track**

(1) Kids Boost does not track users across the web, and therefore does not use "do not track" signals.

(2) Kids Boost does not authorize the collection of Personal Information from Kids Boost user members for third party use through advertising technologies.

(3) Kids Boost does not share your Personal Information with third parties for their direct marketing purposes.

**"Cookies" and How Kids Boost Uses Them.** A "cookie" is a small data file that can be placed on your hard drive when you visit certain websites. Kids Boost, and our third party service providers, may use cookies to collect, store, and sometimes track information. If you are a Visitor and have signed up for our mailing list, newsletters or updates, we may use a cookie to save your settings and to provide customizable and personalized services. These cookies do not enable third parties to access any of your customer information. Additionally, be aware that if you visit non-Kids Boost Web sites where you are prompted to log in or that are customizable, you may be required to accept cookies. Advertisers and partners may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

**Kids Boost's Commitment to Children's Privacy.** We do not knowingly collect personally identifiable information from children under 13 via our Website. If a child under the age of 13 years old is interested in applying to Kids Boost, we require a parent or legal guardian complete the application. We encourage parents and guardians to take an active role in their children's online activities and interests.

Kids Boost requires a parent/guardian name and contact information on all applications, regardless of age. Kids Boost will contact the parent/guardian prior to engaging in any additional conversation with the Kids Boost participant.

**Public Forums.** Please remember that any information you may disclose or submit to us, or display on other public areas of our Website or the Internet, becomes public information. You should exercise caution when deciding to disclose Personal Information in these public areas, as the protections described in the policy do not apply to that information.

**Kids Boost's Commitment to Data Security.** Our Website has security measures in place to protect the loss, misuse, and alteration of the information under our control. While we make every effort to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party "hackers" from illegally obtaining this information.

**Where to Direct Questions About Kids Boost's Privacy Policy.** If you have any questions about this Privacy Policy or the practices described herein, you may contact:

**Kids Boost, Inc**  
PO BOX 1500 Cumming GA 30028  
706.489.0886  
admin@kidsboost.org

**Revisions to This Policy.** Kids Boost reserves the right to revise, amend, or modify this policy, and our other policies and agreements at any time and in any manner.