Privacy Policy

Last updated: October 2025

Please click here for a printable PDF version of this Privacy Policy.

Kids2, LLC (collectively referred to herein as “Kids2”, “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 websites. This Privacy Policy applies to data collection by Kids2 and shall apply to your use of the websites www.kids2.com, www.shop.kids2.com and www.parent.com (each, a “Site” and collectively the “Sites”), and our 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.

Kids2 is the data controller of the personal information of our United States and European visitors accessing and using the Sites and Services.

Residents in the European Economic Area ("EEA"), United Kingdom ("UK"), Switzerland, California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia should refer to the body of this Privacy Policy as well as the “Privacy Rights” and "Jurisdiction-Specific Notices" sections below for additional information that may be applicable to them.

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 rights you may have, including accessing and deleting information. Specifically, our Privacy Policy covers the following topics:

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If you have any questions or comments about this Privacy Policy, please submit a request to privacy@kids2.com.

1. Site Terms of Use

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

2. 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 or can be used to identify you. Common examples of Personal Information include: full name, email address, information about your device, and certain metadata.

"Sensitive Personal Information" refers to a smaller subset of Personal Information which is considered more sensitive to the individual, such as race and ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, genetic or biometric information, physical or mental health information, medical insurance data, or sexual orientation. Some of the information that Kids2 may collect may be considered "sensitive personal information" under certain data protection laws.

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

Contact or request submissions. 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 contact information, such as your name, address, phone number, or email address.

Email subscriptions and text messaging. When you subscribe to receive email messages from us, we collect personal identifiers (such as your name and email address) and any related details you submit through the Sites. We use that information to send you email messages with order updates, marketing information, news, offers, and other updates relevant to our business. We may also send text messages for some or all of those purposes, when permissible by law, with your consent.

Online purchases. When you shop on our Sites and make online purchases, we will collect your Personal Information, including personal identifiers (such as your name and email address), billing information (such as your billing name and address), shipping information (such as your shipping address and other contact information), commercial information (such as your shopping preferences, products purchased, and the webpages visited), and demographic information (such as your gender), which may be considered sensitive Personal Information under certain data protection laws. We use a service provider to collect and process your payment information (including your payment card information and account number); we will not have access to your payment data.

Online account. As part of our Services you can register for or create an account. When you register or create an account on our Sites, we will collect your Personal Information, including your personal identifiers (such as your name and email address) and password.

Comments and reviews. If you provide a comment or product review, we will collect the Personal Information that you provide, including the content of any

such comments or reviews. We will publicly share this information and your name if you choose to include it.

Social media. If you post information on a webpage we establish on a social media platform, we may use the information you provide for purposes of providing a response, to promote our business and services, and otherwise in the normal course of our business operations. We may collect personal identifiers, such as your social media username, name, birthday, gender, email address, zip code, and other Personal Information that you have made available to us through the webpage we established on the social media platform, in accordance with the platform rules and/or applicable law. Note that the third-party operators of social media websites also receive such information, and their use of your Personal Information is governed by their own privacy policies.

Product registration. If you register the product you purchased with us, we will collect product registration information, including your name and the product you purchased.

Surveys, contests, and sweepstakes. If you voluntarily submit certain information to our Services, such as filling out a survey about your user experience or applying for a contest or sweepstake, we collect the information you have provided as part of that survey, contest, or sweepstake.

Information About Friends or Family. In certain limited circumstances, we may collect information about people you know. For example, when you purchase a gift order for a friend or family member, we ask for the gift recipient's email address in order to process the gift order. You are responsible for notifying and, where necessary, obtaining the consent of your family member or friend before providing us with their information.

Business contacts. We may receive your personal identifiers (including your name and email address), contact information (including your telephone number), and/or professional or business-related information (including your business address), through our interactions with you in a business-to-business capacity, such as when your business provides services to us, or when we work together on a project, or when we discuss business opportunities. We may contact you with information about our business dealings, news, and

opportunities, and we may use your information in the normal course of our business operations.

Job applications. Job application information may be collected by us directly through the Sites, in-person, or by email, and job application information may be collected through third-party application management services. We process the information you submit, to review your job application and for other employment-related purposes consistent with applicable law, including to contact you regarding your application and/or to contact you about other job openings that we believe may be of interest to you.

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.

3. Cookies & Other Technologies

When you visit, use, or interact with our Sites, emails, or our Services, we and our third-party partners, such as advertising partners and analytics providers (including Google Analytics), use various technologies to automatically collect information about your device and your usage of our Sites or emails through cookies, web beacons or similar technologies. 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). We also may collect approximate geolocation data, such as through your IP address. In some cases, our third-party partners may process information collected by cookies and similar technologies on the Sites. Please see our Cookie Policy (below) for more details.

With respect to any social media platforms on which we have established a webpage, please see the privacy policies and any cookie policies of the applicable social media platform as to their automated data collection practices.

As indicated above, we use Google Analytics to collect and process certain Site usage data. To learn more about Google Analytics and how to opt out, please visit https://tools.google.com/dlpage/gaoptout.

You may be able to change a web browser's settings to block and delete cookies when you access a Site through the web browser. However, if you do that, the Site may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Site. Where required by applicable law, our Sites, Services, and systems will respond to global privacy controls and opt-out preference signals.

4. 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 business and commercial purposes:

- To present, operate or improve the Sites and Services, including analysis of Site activity;
- To fulfill your order;
- To manage, store, and enhance your data and preferences;
- To inform you about Services and products available from Kids2;
- To authorize access to our Sites and Services;
- 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;
- To offer and administer programs;
- To customize or tailor your experience of the Services;
- To administer content, or other Site features;
- 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;

- To secure our Services, including to authenticate Users;
- To use statistical information that we collect, including from third parties in connection with their commercial and marketing efforts;
- For marketing purposes, including but not limited to, facilitating interest-based advertising, creating customer profiles, creating custom audiences to target online and mobile advertising, sending integrated marketing messages across channels and devices, personalizing email and SMS marketing that we send to you, sending you other promotional materials, and notifying you about special promotions, offers, events or opportunities that may be of interest to you;
- To respond to and support Users regarding their use of the Sites and Services;
- To comply with all applicable legal requirements;
- To enforce our Terms of Use and other agreements;
- To perform data analysis and testing;
- To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users;
- To resolve disputes;
- To process warranty claims;
- To improve products and services;
- To provide replacement parts, assembly instructions and refunds; and
- To otherwise fulfill the purpose for which the information was provided.

We also 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.

5. Our Legal Basis for Collecting Personal Information

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

- For compliance with a legal obligation to which Kids2 is subject;
- Your consent to such collection and use;

- 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;
- 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.

6. 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.

7. Our Retention of Your Personal Information

We use and retain your Personal Information for as long as necessary to fulfill the purpose for which it is being processed, to carry out legitimate business interests, 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.

The criteria we use to determine the retention period is as follows:

- the amount, nature, and sensitivity of your Personal Information processed;
- whether there is potential risk of harm from unauthorized use or disclosure of your Personal Information;
- whether there are contractual or legal obligations that exist that require us to retain the data for a period of time;
- whether there is an ongoing legal claim that relates to any business (or otherwise) relationship you have with us, or that is otherwise related to your relationship with us;
- whether any applicable law, statute, or regulation allows for a specific retention period; and
- whether the Personal Information is considered to be sensitive Personal Information, in which case a shorter retention period generally would be applied.

These criteria may also mean we adjust the period of time we retain the categories of Personal Information detailed above.

8. Disclosing 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, processing

payment card payments, providing account, shopping cart, and product purchase services, 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 disclose 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; and
- 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.

9. 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. If you are a California resident, see the "California Residents" section below for additional information as to your rights and to how to exercise those rights. If you are a resident of the EEA, Switzerland, or UK, see the "EEA, Switzerland, and UK Residents" section below for additional information as to your rights and to how to exercise those rights.

Nevada residents have the right to opt out of the sale of certain pieces of their information to third parties who will license or sell their information to others. However, Kids2 does not sell Personal Information as contemplated by Nevada law.

If you are a resident of one of the U.S. states listed below, you have one or more of 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; (3) to request the deletion of the Personal Information we have about you, with exceptions; (4) to request a restriction on certain processing of Personal Information; (5) to request correction of inaccurate information; (6) to opt-out of the processing of Personal Information for the purpose of "profiling" in furtherance of decisions that produce legal or similarly significant effects; and (7) to opt-out of the "selling" and "sharing"/"targeted advertising" of Personal Information as such terms are defined under U.S. state privacy laws. Please note, Kids2 sells Personal Information and shares Personal Information/engages in "targeted advertising". For a description of the categories of Personal Information that are sold or shared/used for targeted advertising and for a description of the categories of third parties that such Personal Information is disclosed to, see the chart in the "California Residents" section below. Kids2 does not engage in profiling in furtherance of decisions that produce legal or similarly significant effects. You may also have the right to not be discriminated against for exercising your privacy rights. If you are a resident of one of the following U.S. states, you have one or more of these rights:

Colorado	Connecticut	Delaware	Indiana
Iowa	Kentucky	Maryland	Minnesota
Montana	Nebraska	New Hampshire	New Jersey
Oregon	Rhode Island	Tennessee	Texas
Utah	Virginia		

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.

You or, depending on your state of residence, your authorized agent may submit a request regarding your Personal Information by:

- Webform: please click here
- Email: 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. We may need to request specific information from you to help us confirm your identity. This is a security measure to ensure that Personal Information is not disclosed to any person who has no right to receive it. 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.

10. 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 below 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 "Information We Collect" and the "California Job Applicants" sections, we do not seek to collect any "sensitive personal information" (as defined in the CCPA).

Category (* may constitute "sensitive personal information" under the CCPA)	**Type of Identifiers We Collect**	**Sold or Shared**	**Disclosed**
A. Identifiers	First and last name, postal address, unique personal identifier, online identifier, Internet Protocol address, email address	As to Personal Information automatically collected on our Sites, such information may be sold (as defined by California law) and shared to our marketing partners and analytics providers; otherwise, not sold or shared	Service providers affiliates, business partners, advertising and marketing partners, analytics providers

B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	A name, physical characteristics or description, address, telephone number, credit card number, debit card number, and other financial information	Not sold; not shared	Service providers affiliates, business partners
C. Protected classification characteristics under California or federal law*	Sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions)	Not sold; not shared	Service providers affiliates, business partners
D. Commercial information	Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, product warranty information	Not sold; not shared	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	Sold and shared	Service providers affiliates, business partners, advertising and marketing partners, analytics providers
F. Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information	Not sold; not shared	Service providers affiliates, business partners
G. Inferences drawn from other Personal Information	Profile reflecting a person’s preferences, behavior, and attitudes	Sold and share	Service providers affiliates, business partners, advertising and marketing partners, analytics providers

H. Geolocation Information	Approximate location information (e.g., ZIP code, IP address)	As to Personal Information automatically collected on our Sites, such information may be sold (as defined by California law) and shared to our marketing partners and analytics providers; otherwise, not sold or shared	Service providers affiliates, business partners, advertising and marketing partners, analytics providers

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 Sites in the job application process, additional information may be automatically collected, as described above.

Category (* may constitute "sensitive personal information" under the CCPA)	**Examples**	**Sold or shared**	**Criteria used to determine retention periods**	**Disclosed to**
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	Service Providers

			similar obligations to retain or delete the data.	
Protected Classifications*	Gender, race and ethnicity, date of birth	Not sold; not shared	Same as above	Service Providers
Geolocation Information*	Approximate location information (e.g., ZIP code)	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; (5) to request correction of inaccurate information; and (6) to opt-out of selling or sharing of Personal Information, as defined by the CCPA. You may not be discriminated against for exercising your California privacy rights. You or your authorized agent may submit a request to exercise your rights under the CCPA through one of two means:

1. Email: privacy@kids2.com, or
2. Phone: 1-800-230-8190.

You can exercise your right to opt-out of selling or sharing by clicking on the "Do Not Sell or Share My Personal Information" link in the footer of our Sites.

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.

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. California users may request further information about our compliance with this law by contacting us at privacy@kids2.com or by writing to us at the address listed in the "How to Contact Us" section.

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. If you are based in the UK, you can make a complaint at any time to the Information Commissioner's Office (ICO), the UK regulator for data protection issues (www.ico.org.uk).

To exercise your rights, please submit your request to 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.

11. How to Contact Us

If you have questions about this Privacy Policy or if you would like to make a suggestion about our privacy practices, you can contact us via email or phone or by writing to us at the address below:

Send e-mail to: privacy@kids2.com

Call us: 1-800-230-8190

Send mail to our address:

Kids2, LLC
Attn: Privacy Policy Inquiry
3333 Piedmont Road, Suite 1800
Atlanta, GA

12. Our Opt-Out and Opt-In Policy Relating to Emails and Text Messages

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.

For purposes of this Privacy Policy, "opt-in" is generally defined as any affirmative action by an individual to submit or receive information. We may send you SMS texts, including marketing texts, if you have opted in to receive such communications.

We currently provide the following opt-out opportunities:

- at any time, you can follow the instructions 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,
- at any time, you can reply "STOP" to opt-out of receiving SMS texts.

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.

13. Links to Unaffiliated Third-Party Websites

The Sites may contain links to webpages operated by unaffiliated third parties. This Privacy Policy does not apply to the practices of such other websites and we do not control such websites and are not responsible for their content 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.

14. International Transfers

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.

15. How We Protect Personal Information

Kids2 maintains administrative, technical and physical safeguards designed to protect Personal 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.

16. Changes to this Privacy Policy

Our Privacy Policy may change from time to time. 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) 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.

Cookie Policy

We use cookies and similar technologies (referred to herein simply as “cookies”) to facilitate and improve the performance and security of our Sites and to enhance user experience.

The Sites may utilize or permit several different categories of cookies, as follows:

- Strictly necessary cookies – These cookies are necessary for the proper operation of the Sites. For example, they may facilitate page navigation, assist with security checks, or allow us to identify registered users and ensure they can access the subscription-only pages. We use these strictly necessary cookies to enable you to submit information via online forms such as registration forms.
- Functional cookies – These cookies allow us to remember your preferences (such as your username, language, or the region you are in) and allow us to make the Site experience better for you.
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Link to Site	Description
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www.aboutcookies.org	offers comprehensive information on how to amend the settings of a wide variety of browsers, details on how to delete cookies from your computer, and more general information about cookies
www.youronlinechoices.com/uk www.youronlinechoices.eu	for uses located in the UK and Europe, offers information about third party cookies generated by advertisers and how you can turn these off by going to the Internet Advertising Bureau's (IAB) consumer site
www.networkadvertising.org	offers a comprehensive listing of opt-outs for advertising platforms, however, note that there are many more networks listed on this site than those used by us at Kids2
https://youradchoices.com/	for users located in the U.S., offers information about third party cookies

Link to Site	Description
	generated by advertisers and how you can turn these off

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