

KNOWING GROWING KIDS'S PRIVACY POLICY & KIDS AND INTERNET SAFETY INFORMATION

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1. INTRODUCTION

Knowing Going Kids (“KGK” or “we”) wants you to be familiar with the limited way we collect, use, and disclose information from and about you. This Privacy Policy describes our practices in connection with information collected on the www.knowinggoingkids.com website (“Site”) (the “Services”). By using the Services, you agree to the terms and conditions of this Privacy Policy.

This Privacy Policy applies to all users. This Privacy Policy applies to KGK’s collection and use of your personal information (i.e., information that identifies a specific person, such as full name or email address). It also describes generally KGK’s practices for handling non-personal information (for example, interests, demographics and services usage).

2. COLLECTION OF INFORMATION

KGK and our service providers collect the following information from and about you:

Names and email addresses if you enter them on the contact page to be updated from time to time.

Information from Social Media. If you access or log-in to a KGK Service through a social media service or connect a KGK Service to a social media service, the information we collect may also include your user ID and/or user name associated with that social media service, any information or content you have permitted the social media service to share with us, such as your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you access the KGK Services through social media services or when you connect a KGK Service to social media services, you are authorizing KGK to collect, store, and use such information and content in accordance with this Privacy Policy.

Activity Information. When you access and interact with the KGK Services, we may collect certain information about those visits. For example, in order to permit your connection to the KGK Services, our servers receive and record information about your computer, device, and browser, including potentially your IP address, browser type, and other software or hardware information. If you access the KGK Services from a mobile or other device, we may collect a unique device identifier assigned to that device, geolocation data, or other transactional information for that device.

Cookies and other tracking technologies (such as browser cookies, pixels, beacons, and Adobe Flash technology including cookies) are comprised of small bits of data that often include a de-identified or anonymous unique identifier. Websites, apps and other services send this data to your browser when you first request a web page and then store the data on your computer so the website can access information when you make subsequent requests for pages from that service. These technologies may also be used to collect and store information about your usage of the KGK Services, such as pages you have visited, and content you have viewed.

Most browsers are initially set to accept cookies, but you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information. Users can manage the use of Flash technologies, with the Flash management tools available at Adobe’s website, see http://www.adobe.com/products/flashplayer/security/privacy_policy/faq.html. Please note that by blocking any or all cookies you may not have access to certain features, content or personalization available through the KGK Services.

Information from Other Sources. We may supplement the information we collect with information from other sources, such as publicly available information from social media services, commercially available sources.

3. USE AND DISCLOSURE

We use the information we collect from and about you to provide the KGK services and features to you including: to measure and improve those KGK services and features; to improve your experience with KGK services by delivering content you will find relevant and interesting, including information on our books; to provide you with customer support and to respond to inquiries. When the information collected from or about you does not identify you as a specific person, we may use that information for any purpose or share it with third parties.

We use the information we collect from and about you for these additional purposes:

To allow service providers to assist us in providing and managing the KGK Services. KGK may make your information available to certain third party service providers, such as contractors, or agents, who help us manage or provide the KGK Services.

To allow social sharing functionality. If you log in with or connect a social media service account with KGK services, we may share your user name, picture, and likes, as well as your activities and comments with other KGK Services users and with your friends associated with your social media service. We may also share the same information with the social media service provider. By logging in with or connecting your KGK Services account with a social media service, you are authorizing us to share information we collect from and about you with the social media service provider, other users and your friends and you understand that the social media service's use of the shared information will be governed by the social media service's privacy policy. If you do not want your personal information shared in this way, please do not connect your social media service account with your KGK Services account and do not participate in social sharing on KGK Services.

To deliver relevant news on our books. KGK may use the information we collect from and about you to provide information about our books to you when you use the KGK Services.

To contact you. KGK may periodically send news or notifications on our books. If you want to stop receiving our notifications, you can follow the unsubscribe instructions at the bottom of each email. There are certain service notification emails that you may not opt-out of, such as notifications of changes to the KGK Services or policies.

To complete a merger or sale of assets. If KGK sells all or part of its business or makes a sale or transfer of its assets or is otherwise involved in a merger or transfer of all or a material part of its business, KGK may transfer your information to the party or parties involved in the transaction as part of that transaction.

4. SECURITY

KGK uses commercially reasonable administrative, technical, personnel and physical measures to safeguard information in its possession against loss, theft and unauthorized use, disclosure or modification. However, no one can guarantee the complete safety of your information.

5. USER ACCESS AND CONTROL

If you would like to access, review, correct, update, suppress, or otherwise limit our use of your personal information you have previously provided directly to us, you may contact us at admin@knowinggoingkids.com. In your request, please (i) include your name, email address, address, and telephone number and (ii) specify clearly what information you would like to access, change, update, or suppress. We will comply with your request as soon as reasonably practicable.

If you are a California resident, you may request that we not share your personal information on a going-forward basis with KGK Affiliates or unaffiliated third parties for their direct marketing purposes by sending an email to admin@knowinggoingkids.com with "KGK Services: Disclosure Opt-out" in the subject line and your full name, email address and postal address in the body of the email.

6. OTHER IMPORTANT INFORMATION

Updates to Privacy Policy. KGK may modify this Privacy Policy. Please look at the Effective Date at the top of this Privacy Policy to see when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy on the KGK Services.

Location of Data. The KGK Services are hosted in and managed from the United States. If you are a user located outside the United States, you understand and consent to having any personal information processed in the United States. United States data protection and other relevant laws may not be the same as those in your jurisdiction. This includes the use of cookies and other tracking technologies as described above. As a result, please read this Privacy Policy with care.

Linked Services. The KGK Services may also be linked to sites operated by unaffiliated companies, and may carry advertisements or offer content, functionality, games, newsletters, contests or sweepstakes, or applications developed and maintained by unaffiliated companies. KGK is not responsible for the privacy practices of unaffiliated companies, and once you leave the KGK Services or click an advertisement you should check the applicable privacy policy of the other service.

Data Retention. We will retain your information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or allowed by law.

Remember that even after you cancel your account, copies of some information from your account may remain viewable in some circumstances where, for example, you have shared information with social media or other services. Because of the nature of caching technology, your account may not be instantly inaccessible to others. We may also retain backup information related to your account on our servers for some time after cancellation for fraud detection or to comply with applicable law or our internal security policies. It is not always possible to completely remove or delete all of your information due to technical constraints, contractual, financial or legal requirements.

Sensitive Information. We ask that you not send us, and you not disclose, any sensitive personal information (such as social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership) on or through the KGK Services or otherwise.

7. KIDS AND INTERNET SAFETY

We at Knowing Going Kids (“KGK”) understand that the Internet presents an opportunity for us to reach the public in new and exciting ways with information about our books. KGK also recognizes the privacy concerns of parents, and the importance of protecting the privacy of the information we collect from children on our web sites. Parents of children can be confident that any personal information that may be provided to our web site will be collected and maintained in accordance with the Children’s Online Privacy Protection Act (“COPPA”).

COLLECTION AND USE OF PERSONALLY IDENTIFIABLE INFORMATION FROM CHILDREN UNDER 13

When a visitor to our Site is under the age of 13, KGK does not require the disclosure of more personally identifiable information (“PII”) than is reasonably necessary for him or her to receive information about our books. KGK’s only other possible use of PII submitted to our Web site by children under 13 is to protect against liability or as required or permitted by law. Information collected for these reasons will not be used for any other purpose.

LINKS/CO-BRANDED SITES

As noted in the Privacy Policy, our Web sites may link directly to sites operated by third party advertisers, business partners and affiliated companies. Those sites, which are not controlled by KGK may collect PII from your child. Parents should therefore check the relevant site’s privacy policy to understand how it collects and uses children’s personal information. KGK will not share in any personal information obtained by a site from a child under the age of 13 unless that site follows the requirements of COPPA.

REVIEWING AND MAKING CHANGES TO PERSONALLY IDENTIFIABLE INFORMATION COLLECTED FROM CHILDREN UNDER 13

Parents of children under age 13 may revoke their child’s membership in any of our Member Programs and otherwise review or delete personal information about their children from our records at any time. If you would like to know the types of information we collect about children, please contact us at admin@knowinggoingkids.com. If you would like to know whether we have collected personal information about your child, please provide us with your child’s PII and after reviewing our database, we will confirm whether we have collected such information about your child.

Prior to disclosing the information we have collected, revoking a child’s membership in a program or changing or deleting personal information collected, we require that you provide us with proof of your name and address, such as a valid driver’s license, and proof that your child resides with you or is otherwise in your custody. Once we have determined such information is satisfactory, we will immediately disclose the information requested and revoke your child’s membership and/or delete or modify your child’s information in our database and/or refrain from collecting any other personally identifiable information from your child in the future, if you so request. However, there may be residual information that will remain within our databases that may or may not contain personally identifiable information. This residual information will not be given to any other third party or used for any

8. CONTACT US

If you have questions about this Privacy Policy, please contact us at:

Email: admin@knowinggoingkids.com

Mail:

Knowing Going Kids

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Chicago, Illinois 60654

E-mail: admin@knowinggoingkids.com

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Effective December 15, 2013