

## Privacy Policy

**Last Update: November 16, 2022**

SayKid is owned and operated by EduCharacter, LLC (“SayKid”, “our”, or “we”). SayKid is an education technology company that is passionate about helping kids learn through play. We do this by providing adults with tools to actively-engage kids in a developmentally-appropriate way.

This Privacy Policy (“Policy”) describes our collection, use, protection, and disclosure of Personal Information. “Personal Information” means any information relating to you in identified or identifiable form. Please read the following to learn more about our information practices, including what type of information is gathered, for what purposes, how it is used, how we safeguard your Personal Information, and to whom it may be disclosed. We will only collect, use, and share your Personal Information in accordance with this Policy. By visiting the Platform or using any service available through the Platform, you are accepting and consenting to the practices described in this Policy.

This Policy applies to the SayKid website located at [www.saykid.com](http://www.saykid.com) (the “Site”) including all webpages, as well as all products and services that we offer now or in the future, including but not limited to all services provided by SayKid through the Amazon Alexa Skills platform (the “Experiences”) or our interactive device (the “Device”), you agree to be bound by the Terms described herein, and accept all terms, policies, protocols, and guidelines provided by reference. The Site, Experiences, and Device shall be referred to as, the “Platform”. SayKid may update its policy from time to time. When we change the policy, this document will be amended and we will display the date of the most recent amendment. Your continued use of the Platform or any services available through the Platform after any changes to this Policy are in effect constitutes your acceptance of the revised Policy.

### INFORMATION WE COLLECT AND WHEN WE COLLECT IT

We collect anonymized information about the usage of our Experiences. This information is provided to us by Amazon. This may include session data such as the name of the game or activity accessed, the number of times it was accessed, the length of the session, or the progress or level reached in a game or activity. We do not obtain transcripts or audio recordings of user sessions. Any Personal Information you provide to Amazon is not shared with SayKid.

We may collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type, language, or system type. Websites visited before visiting SayKid’s websites might place personal information within the URL of your browser during a visit to that website. SayKid may unintentionally collect that information as part of the referring website information we collect.

We collect information that you voluntarily provide to us. For example, if you use our contact form then we obtain your name, email address and any other information you provide. If you sign up for email announcements, we collect your name and email address. If you purchase a product from us, then we may collect your name, address,

email, and phone number. Your payment information is collected by our payment processor but is not provided to us.

SayKid allows Amazon customers to access and use all or portions of its Platform without registration. However, registration allows us to improve the Platform, contact you regarding the Platform, and to better understand user needs. Registration is optional and only available to Amazon account holders 18 years of age and older. If you choose to register, we may ask for your telephone number, e-mail address, name, zip code, username, and password.

## **INFORMATION WE COLLECT FROM CHILDREN**

For games and activities targeted to children under 13 years of age, we either do not intentionally collect any information that requires any level of parental consent under the Children's Online Privacy Protection Act (COPPA), or receive the child's Personal Information pursuant to parental consent granted to a third-party platform operator (e.g., Amazon for voice app Experiences offered through Alexa). If you register with us, you should do so using only your Personal Information and should not provide any Personal Information concerning your child, such as your child's full name or phone number.

## **AMAZON ALEXA EXPERIENCES**

To access our games and activities through Amazon Alexa, you must agree to Amazon's privacy policy and terms of use and provide consent to Amazon for any children accessing our Platform through Amazon Alexa. For more information, please visit the [Amazon Privacy Notice](#) and [Amazon Conditions of Use](#).

## **COOKIES AND PIXEL TAGS**

We do not use cookies, pixel tags or other tracking devices on our websites.

## **HOW WE USE INFORMATION**

We may use the information collected from and about you to:

- Provide our services, games and activities through the Platform;
- Sell, ship, and service our products and confirm warranty coverage for our products;
- Respond to inquiries from you and other third parties, including inquiries from law enforcement agencies in compliance with applicable law;
- Communicate about and administer special events, promotions, programs, offers, surveys, contests and market research;
- Operate, evaluate and improve our business (including developing, enhancing, analyzing and improving our existing and future services; managing our communications; performing data analytics; and performing accounting, auditing and other internal functions);
- Protect against, identify and prevent fraud and other unlawful activity, claims and other liabilities; and

- Comply with and enforce applicable legal requirements, relevant industry standards, contractual obligations, and our policies.

We also may use your Personal Information in other ways for which we provide specific notice at the time of collection and obtain your consent if required by applicable law.

## HOW TO UNSUBSCRIBE FROM OUR EMAILS

If you wish to stop receiving our emails, use the unsubscribe link at the bottom of the email or send an email request to [support@saykid.com](mailto:support@saykid.com) with UNSUBSCRIBE in the subject line.

## HOW WE DISCLOSE AND SHARE INFORMATION

We disclose your information for certain purposes and to third parties as follows:

- **Service Providers:** We use other companies, agents or contractors ("Service Providers") to perform services on our behalf and/or to assist us with the provision of services to you. For example, we may engage Service Providers to ship our products, provide marketing, advertising, communications, infrastructure and IT services, to personalize and optimize our Platform, to process credit card transactions or other payment methods, to provide customer service, to collect debts, to analyze and enhance data (including data about users' interactions with our service), and to process and administer consumer surveys. While providing such services, these Service Providers may have access to your Personal Information or other information. We do not authorize them to use or disclose your Personal Information except in connection with providing their services.
- **Promotional offers:** We may offer joint promotions or programs that, for your participation, require us to share your information with third parties. In fulfilling these promotions, we may share your name and other information in connection with fulfilling the incentive. We do not control what those third parties do with the information. These third parties are responsible for their own privacy practices.
- **Third Party Licensors and Clients:** For any Experience that incorporates a brand, character, entertainment property or similar property from a third party, we may disclose the collected information from that Experience to the third party that licensed the property for that Experience. We do not control what those third parties and companies do with the information. Those third parties and companies are responsible for their own privacy practices.
- **Protection of the Company and others:** We and the Service Providers may disclose and otherwise use your personal and other information where we or they reasonably believe such disclosure is needed to (a) satisfy any applicable law, regulation, legal process, or governmental request, (b) enforce applicable terms of use, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address illegal or suspected illegal activities (including payment fraud), security or technical issues, or (d) protect against harm to the rights, property or safety of SayKid, its users or the public, as required or permitted by law.
- **Business transfers:** In connection with any reorganization, restructuring, merger or sale, or other transfer of assets, we will transfer information, including Personal

Information, provided that the receiving party agrees to respect your Personal Information in a manner that is consistent with our Privacy Policy.

## **WHERE WE STORE AND PROCESS INFORMATION**

Information collected by us is stored and processed in the United States. By using the Platform, you acknowledge and agree that all Personal Information may be transferred from your current location to our offices and servers and our authorized third-party service providers located in the United States. Our practice when transferring Personal Information is to rely on standard data protection contract clauses or individual consent.

## **HOW LONG WE RETAIN INFORMATION**

We retain Personal Information for as long as necessary to provide our services and fulfill the transactions you have requested, or for other necessary purposes such as complying with our legal obligations, resolving disputes and enforcing our agreements. Because these factors vary for different types of Personal Information, actual retention periods may vary.

## **EUROPEAN PRIVACY RIGHTS**

We comply with the General Data Protection Regulation by ensuring that any information we collect is anonymized or is received from a third-party platform operator who has obtained your consent to share it with us. This does not apply to information you voluntarily provide through contact forms and similar means. With respect to such information voluntarily provided by users in the European Community, we delete such information as soon as we have completed the task for which the user provided it.

## **HOW WE PROTECT PERSONAL INFORMATION**

SayKid uses commercially-reasonable information security safeguards to protect its databases and servers against risks of loss, unauthorized access, destruction, misuse, modification, or inadvertent or improper disclosure of data. **REGARDLESS OF THESE EFFORTS, WE CANNOT GUARANTEE THE SECURITY OR CONFIDENTIALITY OF ANY OF THE INFORMATION YOU PROVIDE OR WE COLLECT.**

## **PRIVACY QUESTIONS**

If you have questions or concerns about our privacy policy, please contact us at:  
Attn: Privacy Officer

4833 Island View Drive  
Mound, MN 55364  
[support@saykid.com](mailto:support@saykid.com)