

# Privacy Policy

## Last Update: February 2, 2020

SayKid is owned and operated by EduCharacter, LLC (“SayKid”, “our”, or “we”). SayKid is a voice technology company that is passionate about helping adults, together with the children that they support, to learn in a safe, natural, and engaging way.

This Privacy Policy (“Policy”) describes our collection, use, protection, and disclosure of personal information. Please take a moment to 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. Your privacy is a priority so we go to great lengths to protect it. We will only collect, use, and share your personal information in accordance with 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. By visiting the Platform, you are accepting and consenting to the practices described in this policy.

### PRIVACY POLICY PRINCIPLES

Our Policy is inspired by our commitment to the following privacy principles:

1. Personal information will not be required to access our Platform
2. We only collect personal information to support our users and improve our Platform for our users
3. We're committed to creating a safe and secure online environment for everyone
4. We do not sell personal information to third parties
5. We strive to provide control over personal information, and take its protection very seriously

## **WHY WE MAY COLLECT PERSONAL INFORMATION**

We may collect your personal information to:

- Deliver convenient access our Platform;
- Provide customer service;
- Help SayKid keep you informed of the latest product announcements, software updates, and special offers that may interest you. If you would not like SayKid to keep you informed, please send an email request to [maria@saykid.com](mailto:maria@saykid.com).

## **WHAT INFORMATION WE MAY COLLECT AND WHEN WE MAY COLLECT IT**

SayKid allows Amazon customers to access and use its Platform without providing a name or other personal information. 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. In order to register, we may ask you for your telephone number: e-mail address, name, zip code (optional), username, and password. Registration also allows

us to support multiple users for a single Amazon account. For example, you may set up a separate “user” who might use our Platform. During this process we may collect information such as the user’s first name or nickname, birth month, and birth year to customize the user’s experience.

## **HOW WE MAY USE INFORMATION**

We obtain usage data from Amazon as users associated with the account interact with our Platform (“Platform Data”). Platform Data may include information about what experiences the user engaged, the Platform questions, and the user’s responses to those questions in text form. SayKid does not store users’ audio recordings. Please be aware that when you interact with our Platform, Amazon may collect information from you that SayKid does not. For more information, please visit the [Amazon Privacy Notice](#) and [Amazon Conditions of Use](#).

We may use Platform Data to report results to you that you request from our Platform. We may also use Platform Data to customize users’ learning experiences. Also, we may use the information we collect to send you updates or information about SayKid’s products, services, and experiences. In the event we send you such materials, you will always have the opportunity to opt out.

If you register an account or contact us, we may use personal information to respond to you or to send administrative messages. Registration and contacting SayKid are optional and we will delete any personal information upon request.

## **HOW WE MAY SHARE INFORMATION**

SayKid takes privacy extremely seriously. We do not sell or rent your personal information. We may, however, disclose personal information to third party service providers for purposes of service delivery, payment processing, or other account-related activities. Such third-party processors are contractually restricted from using or disclosing such personal information for any other purpose. We may also share personal information with other third parties you authorize or when required by law. Additionally, we may share aggregated, anonymous data with third party content partners specifically relevant to their content and/or products and services.

## **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. We strive to keep your personal information accurate, complete, and up to date. If you identify any personal information that is out of date, incorrect, or incomplete, please let us know and we will make the corrections promptly. SayKid retains personal information only as long as we are required to for our commercial relationship or as required by applicable laws. At any time, you may ask SayKid to delete all of your or your users' personal information, if applicable.

## **CHILDREN**

We require all registrants to be at least 18 years of age and we do not knowingly collect personal information from children under the age of 13 without an adult's consent. By registering, you authorize SayKid to collect Platform Data for users associated with the account. If a child under the age of 13 interacts with our Platform or otherwise submits

personal information to SayKid without a parent's or guardian's consent, and we learn that that personal information is that of a child under the age of 13 lacking such consent, we will attempt to delete the personal information as soon as possible.

## **OUR COMMITMENT TO PROTECTING PRIVACY**

To ensure your personal information is secure, we communicate these privacy guidelines to SayKid employees and strictly enforce safeguards across the company.

## **INQUIRIES AND DISPUTE RESOLUTION**

If you wish to verify, correct or delete any personal information we have collected, or if you have any questions or concerns, or if you have any complaints, please contact SayKid at [maria@saykid.com](mailto:maria@saykid.com). If there is a dispute between you and SayKid regarding your personal information or this policy, you agree to use reasonable efforts to resolve such dispute with SayKid informally to reach a fair and equitable solution.

## **PRIVACY QUESTIONS**

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

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