

## **TL! Kids Privacy Policy**

Tread Lightly! Inc, understands its obligation to parents and children alike and adheres to the highest standards of decency and integrity in all their operations. Similarly, we're conscious of the need to protect visitor privacy on the Internet, especially for children, who are at greater risk than any other group.

### **Kids Privacy Notice**

#### **A Note to Kids**

Tread Lightly!, Inc. requires you to get permission from your parents before sending any personal information about yourself (such as your name or your email address) over the Internet.

#### **A Note To Parents PLEASE READ**

This section of the privacy policy explains our information collection and use practices online for children under the age of thirteen, including what we do with information that we collect and with whom we share that information. We ask that you take the time to review our policy so that you can know exactly how we collect and use information from kids, and so that you will know how you can review or request that we delete your child's information. If you ever have any questions or concerns about this policy, please contact us.

#### **What Information We Collect From Children Under Thirteen**

Tread Lightly!, Inc. collects information on a purely voluntary basis. We don't require this information to obtain access to our site. Personal information received from visitors will only be used internally and not sold or provided to third parties.

The TL! Kids Club requests a minimal amount of information from the user. This includes nickname, age, gender, email address and mailing address. In this case, we require children to get parental permission and provide only their parent's email address if they are interested in joining the TL! Kids Club. Parents will receive direct email notification informing them that their child has expressed interest in joining the TL! Kids Club. And if the parent approves, asks the parent to provide the information required for the child to join. A child is not a member of the club until the parent registers the child. If the parent does not approve, no action needs to be taken. Once a member, the child or adult will receive email from Lightfoot containing interesting facts, safety tips and much more. At any time the visitor can elect to "Stop mail" which allows you to remove your email address from our files.

We won't knowingly allow anyone under the age of thirteen to register for our TL! Kids Club without their parent's permission. If we become aware that we have inadvertently received personally identifiable information from a user under the age of thirteen, other than in a legally permissible situation, we will delete the information from our records as soon as we discover it.

As a parent or guardian, you may exercise your right to have you and your child's information deleted at any time. Additionally, you may review your child's personally identifiable information at any time. See Parents' Rights, below.

We will not condition participation in any online activity on disclosure by kids of more information than is reasonably necessary to participate.

### **How We Use Information We Collect From Children Under Thirteen**

When we collect personally identifiable information from children under the age of thirteen, we will only use that information for the express purpose for which it was collected.

We do not share information collected from children under the age of thirteen with any third parties except those parties that help us administer our Website. This third party may not use the information for any other purpose, and have agreed to maintain the confidentiality, security and integrity of the information.

### **Cookies**

The TL! Kids Website does not use “cookies.”

### **Non-Personally Identifiable Information**

Tread Lightly!, Inc. keeps records of certain non-personally identifiable information such as the number of hits a Web page receives, IP address, and other aggregate data. We do not link this aggregate data with any personal information. A third party that help us administer our TL! Kids Website may have access to this non-personally identifiable, aggregate data. However, this third party is bound to keep this information confidential.

### **Parent's Rights**

We want you to be comfortable with what your child is doing on the TL! Kids Website. Therefore, you may contact Tread Lightly!, Inc. at any time regarding privacy questions or concerns, or to request to review what personally identifiable information we have collected from your child. You may also contact us at any time to request that we delete your child's, and your, personally identifiable information, and/or refuse to permit further collection or use of your child's information. We will take steps to ensure that any person contacting us for a child's information is that child's parent or guardian.

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E-mail: [EMAIL LINK?](#)

### **General Privacy Notice**

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