

Kids' Yoga Day, Inc.

PRIVACY POLICY

Kids' Yoga Day, Inc. complies with all applicable privacy laws. Our Privacy Policy is intended to explain how we collect and use personal data that may be collected when you use our websites and to alert you to the rights you may have to control how the personal data is collected and used.

"Kids' Yoga Day," "we," "our" and "us" refer to Kids' Yoga Day, Inc., and "you" and "yours" refers to visitors and users of our website.

1. **Website.** Our Terms of Use and Privacy Policy apply to the website located at www.kidsyogaday.com. The owner of the website is Kids' Yoga Day, Inc.. To contact us, please send an email to info@kidsyogaday.com.

2. **Most Recent Update.** Our Terms of Use and Privacy Policy were last updated on September 9, 2021. Please return to our Terms of Use and Privacy Policy to find out if we have made any changes since your last visit.

3. **Consent to Use of Cookies.** Like virtually all websites, our website uses "cookies" that are automatically installed on your computer when you visit our website. Cookies are small text files that are stored on your computer and can be recognized when you return to our website. Some cookies are installed by the service providers who host and maintain our website or advertisers. Some of your personal data will be collected by the cookies. On the landing page, you will be given an opportunity to consent (or "opt in") to the use of cookies. If you do not opt in, or if you opt in but you later remove or disable the cookies, the website will not be fully functional.

4. **Consent to Terms of Use and Privacy Policy.** When you sign up to be an "Ambassador" or a "Participant" at our website, you will be asked to confirm that you agree to be bound by our Terms of Use, our Privacy Policy and our Liability Release. A Participant is an individual, such as a parent, who participates in Kids' Yoga Day by presenting events and activities in a private setting. An Ambassador is a yoga instructor who participates in Kids' Yoga Day by presenting events and activities to the public.) If you do not agree, you will not be able to sign up as a Participant or an Ambassador.

5. **Consent Based on Your Use of Our Website.** Even if you do not consent to be bound by our Terms of Use and Privacy Policy at the time of sign-up, please be aware that we will rely on your continued use of our website as confirmation of your consent to be bound if applicable law permits us to do so. Your consent applies to our Terms of Use and Privacy Policy as they may be updated from time to time. If you do not want to be bound, please do not visit or use our website.

6. **Personal Data.** Here is a summary of how we acquire and use personal data of website visitors and others.

(a) We collect some personal data through cookies, when you register as a user of our website, and when you purchase products and services through our website.

(b) The personal data we collect and process may include your name, IP addresses, geolocation information, passwords, email addresses, mailing addresses, telephone numbers, professional status, transaction and traffic data.

(c) We do not currently collect sensitive personal information such as Social Security numbers, age, driver's license numbers, , usernames, or information on race, ethnicity, religious or philosophical beliefs. Please monitor our Terms of Use and Privacy Policy for any changes in the future.

(d) We act as the controller of the personal data that we collect, and we may enter into written contracts with service providers who assist us in processing personal data.

7. What We Do with Your Personal Data. As a general rule, we use your personal data only for the purposes that are described in this Privacy Policy, and only to the extent that our use of your personal data is reasonable and relevant to these purposes.

(a) We use your personal data only for the following purposes: (a) Monitoring and maintaining the functionality of our website to make sure it is operating correctly; (b) Communicating with our customers and website visitors and users; (c) Market research and marketing of the products and services of Kids' Yoga Day; and (iv) Detecting any use of our website that violates our Terms of Use.

(b) We do not keep personal data any longer than is necessary for business purposes, and we delete personal data when it is no longer necessary.

(c) We use our commercially reasonable best efforts to maintain the security of the personal data that we collect and use.

(d) We do not buy or sell personal data, and we do not share personal data except with third parties who agree to comply with applicable privacy law.

(e) We do not use automated decision-making technology such as "profiling."

(f) We use your personal data to communicate with you at our website and by email to make you aware of the information, products and services that are available through Kids' Yoga Day, to provide customer service, and to conduct surveys.

(g) We reserve the right to retain and disclose personal data (i) when we are legally required to do so by law or court order, (ii) when it is necessary to do so to enforce the Terms of Use, and/or (iii) to protect the rights, safety or security of Kids' Yoga Day, our advertisers and affiliates, and our employees, contractors, and vendors.

8. **Your Privacy Rights.** Depending on what laws apply to your use of our website and our collection of personal data, which may change from time to time in the future, you may have the following rights regarding your personal data, and you may exercise any of the rights you have by contacting our Data Protection Officer at info@kidsyogaday.com.

- (a) The right to withdraw your consent to the use of cookies.
- (b) The right to withdraw your consent to the collection and processing of your personal data.
- (c) The right to request a copy of your personal data that we have collected.
- (d) The right to update, correct, change, block or erase your personal data.
- (e) The right to transfer some or all of your personal data to another data controller.
- (f) The right to limit the use and disclosure of sensitive personal information.
- (g) The right to opt out of receiving marketing communications from us by email.
- (h) The right to be notified of a data breach that includes your personal data.

9. **Privacy Policy for Minors.**

- (a) Our website, and our products and services, are intended for use by individuals 13 or older. We do not target or provide information, products or services directed to minors under the age of 13.
- (b) We do not knowingly collect personal data from minors.
- (c) Only visitors and users who are 18 years of age or older are permitted to sign up to be Participants or Ambassadors.
- (d) If an individual under the age of 18 wishes to sign up to be a Participant or an Ambassador, the individual's parent or guardian must provide verifiable written consent at the time of sign-up.

10. **Scope of Privacy Policy.**

- (a) Our Privacy Policy applies only to personal data that we collect when you visit and use our website, and not to information that we collect through our off-line business.
- (b) Our Privacy Policy does not apply to other websites that may be linked to our website, including websites operated by advertisers and other third parties. If you leave our website and go to another website, please be careful to read the Terms of Use and Privacy Policy that is posted at the other website.

11. **Contact.** If you have any questions about our Terms of Use and Privacy Policy, please contact the Data Privacy Officer for Kids' Yoga Day at info@kidsyogaday.com.

– End of Privacy Policy –

Last Updated September 9, 2021