

Privacy Policy

WVFEDUP is an initiative sponsored by Healthy Kids Inc. and KEYS 4 HealthyKids (“HKI,” “KEYS,” “Companies,” “we,” “us,” “our”) know that our users (“you,” “your”) care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our Privacy Policy. By visiting or using the wvfedup.org site and our mobile applications (the “Website”) or any related services offered by the Companies (the “Services”) in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways. Any capitalized terms used herein without definition shall have the meaning given to them in the Healthy Kids Inc. and KEYS 4 HealthyKids Terms and Conditions.

If you have questions or complaints regarding our privacy policy or practices, please contact us at info@wvfedup.org.

WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy covers our treatment of personally identifiable information (“Personal Information”) and other information that we gather when you or your child are accessing or using our Website. This policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

WHAT INFORMATION DOES COMPANY COLLECT?

We gather various types of Personal Information from our users, as explained more fully below. We may use this Personal Information to personalize and improve our services, to allow our users to set up a user account and profile, to contact users, to fulfill your requests for certain products and services, to analyze how users utilize the Website, and as otherwise set forth in this Privacy Policy. We may share certain types of Personal Information with third parties (described in this Section and in the E-mail and Other Communications Section below). We collect the following types of information:

Information You Provide to Us:

We receive and store any information you knowingly provide to us. For example, we collect Personal Information such as your name, email address, physical address, browser information, zip code, unique identifiers, location, and details of transactions, that you carry out through the Website. If you contact us, we may keep a record of that correspondence. If you contact us and you are under 18, we will only retain this information if a parent has given us consent to do so. At anytime parents may request deletion of such information by contacting us at

info@wvfedup.org. You can choose not to provide us with certain information, but then you may not be able to register with us or to take advantage of some of our features. We may **anonymize** your Personal Information so that you cannot be individually identified, and provide that information to our partners.

Our Website offers publicly accessible blogs or community forums. You should be aware that any information you or your child provides in these areas may be read, collected, and used by others who access them. To request removal of your or your child's personal information from our blog or community forum, contact us. In some cases, we may not be able to remove personal information, in which case we will let you know if we are unable to do so and why. We display personal testimonials of satisfied customers on our site in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at info@wvfedup.org.

We may display a user profile which includes profile picture and name. To remove personal information from a profile, please go to account settings and delete or reset fields.

Information Collected Automatically:

Whenever you interact with our Website, we automatically receive and record information on our server logs from your browser including your IP address, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, "cookie" information, and the page you requested. We store this information in log files and do not link this automatically collected data to other information we collect about you.

Technologies such as cookies, beacons, tags and scripts are used by us and our partners, affiliates, analytics or service providers. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis. "Cookies" are identifiers we transfer to your computer or mobile device that allow us to recognize your browser or mobile device and tell us how and when pages in our Website are visited and by how many people. You may be able to change the preferences on your browser or mobile device to prevent or limit your computer or device's acceptance of cookies, but this may prevent you from taking advantage of some of our Website's features. Also, if you click on a link to a third party website, such third party, for example marketing partners or analytics service providers, may also transmit cookies to you. This Privacy Policy does not cover the use of cookies by any third parties. These cookies are used to analyze trends and remarket/retarget advertisements to non-converted visitors. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

Our Website includes social media features, such as the Facebook button and widgets, such as the Share this button or interactive mini-programs that run on our site. These features may collect your IP address, which page you are visiting on our Website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing it. In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their own privacy policies addressing how they use such information. When we collect usage information (such as the numbers and frequency of visitors to the Website, the length of stay on the Website, the types of pages visited and other general information), we only use this data in aggregate form, and not in a manner that would identify you personally. For example, this aggregate data tells us how often users use parts of the Website, so that we can make the Website appealing to as many users as possible. We may also provide this aggregate information to our partners; our partners may use such information to understand how often and in what ways people use our Website, so that they, too, can provide you with an optimal experience. We never disclose aggregate information to a partner in a manner that would identify you personally.

When you download and use our Services, we automatically collect information on the type of device you use, operations system version, and the device identifier (or "UDID"). We do not ask for, access or track any location based information from your mobile device at any time while downloading or using our Mobile Apps or Services.

E-mail and Other Communications:

We may contact you, by email or other means; for example, we may send you promotional offers on behalf of other businesses, or communicate with you about your use of the Website. If you do not want to receive email or other mail from us, please contact us at info@wvfedup.com. We send push notifications about new releases, announcements, forum posts, and to encourage engagement. If you no longer wish to receive such communications, you may turn them off at the device level. Please note that if you do not want to receive legal notices from us, those legal notices will still govern your use of the Website, and you are responsible for reviewing such legal notices for changes.

WILL COMPANY SHARE ANY OF THE PERSONAL INFORMATION IT RECEIVES?

We neither rent nor sell your Personal Information in personally identifiable form to anyone. We share your Personal Information in personally identifiable form with third parties as described below. Parents have the right to consent to our collection and use of Personal Information collected from their child, without having to also

consent for its disclosure to third parties as we do not share this type of personal information with third parties.

A. **Affiliated Businesses and Third Party Websites We Do Not Control:** In certain situations, businesses or third party websites we're affiliated with may sell items or provide services to you through the Website (either alone or jointly with us). You can recognize when an affiliated business is associated with such a transaction or service, and we will share your Personal Information with that affiliated business only to the extent that it is related to such transaction or service.

B. **Agents:** We employ other companies and people to perform tasks on our behalf, such as our payment processor or hosting provider, and need to share your information with them to provide products or services to you. Unless we tell you differently, our agents do not have any right to use the Personal Information we share with them beyond what is necessary to assist us.

C. **Business Transfers:** We may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Also, if we (or substantially all of our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information would be one of the assets transferred to or acquired by a third party. You will be notified via email and/or a prominent notice on our Website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

D. **Protection of Company and Others:** We reserve the right to access, read, preserve, and disclose any information that we reasonably believe is necessary to comply with law or court order; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of Company, our employees, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

E. **With Your Consent:** Except as set forth above, you will be notified when your Personal Information may be shared with third parties, and will be able to prevent the sharing of this information.

IS PERSONAL INFORMATION ABOUT ME SECURE?

The security of your Personal Information is important to us, and we strive to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure.

Your account is protected by a password for your privacy and security. You must prevent unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer

or device and browser by signing off after you have finished accessing your account. When you enter sensitive information, such as a credit card number, on our order forms, our third party merchant encrypts the transmission of that information using secure socket layer technology (SSL). We do not store your credit card information.

We endeavor to protect the privacy of your account and other Personal Information we hold in our records, but we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Transmission of information via the Internet can never be completely secure, and all such transmission is at your risk.

The Website may contain links to other sites. We are not responsible for the privacy policies and/or practices on other sites. When following a link to another site you should read that site's privacy policy.

WHAT PERSONAL INFORMATION CAN I ACCESS?

Through your account settings, you may access, and, in some cases, edit or delete the following information you have provided to us:

username;
name and password;
email address;
payment information;
location;
school (if applicable);
~~child's name;~~
and
user preferences.

The information you can view, update, and delete may change as the Website changes. If you have any questions about viewing or updating information we have on file about you, please contact us at info@wvfedup.org. We will respond to your request to access personal information on file with us within 30 days.

Parents have the right to review personal information collected from their child, have that personal information deleted or refuse further collection and use of personal information by logging into their child's account and selecting account settings or by emailing us at the email address listed above.

WHAT CHOICES DO I HAVE?

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our special features.

You may be able to add, update, or delete information as explained in Section 5 above. When you update information, however, we may maintain a copy of the unrevised information in our records. You may request deletion of your account by contacting us at info@wvfedup.org. Please note that some information may remain in our private records after your deletion of such information from your account. We will retain yours or your child's information for as long as yours or your account is active or as needed to provide services. We will also retain and use yours or your child's information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We may use any aggregated data derived from or incorporating yours or your child's Personal Information after you update or delete it, but not in a manner that would identify you personally.

You may request details of any of yours or your child's Personal Information held by us, and where necessary, have it corrected. Such requests may be subject to a fee of \$15 to meet our costs in providing you with details of the personal data we hold about you. For more details, please contact us at info@wvfedup.org

International Transfer

Your information, including Personal Information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the information, including Personal Information, to United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. If we make material changes in the way we use Personal Information, we will notify you by posting an announcement on our Website or sending you an email prior to the change becoming effective. You are bound by any changes to the Privacy Policy when you use the Website after such changes have been first posted.

If we make material changes to how we use Personal Information collected from children under age 18, we will notify parents by email in order to obtain verifiable parental consent for the new uses of the child's Personal Information.

QUESTIONS OR CONCERNS

If you have any questions or concerns regarding our privacy policies, please send us a detailed message to info@wvfedup.org. We will make every effort to resolve your concerns.