

WEBSITE PRIVACY POLICY

Early Literacy for Kids respects Your privacy and are committed to protecting it by complying with this policy.

This Policy outlines how we collect, use, disclose, and protect the personal information of our customers and website users (“You” / “you”/“your”) across different jurisdictions, including the European Union, United Kingdom, Canada, and United States (including California residents). This Policy complies with applicable privacy regulations including the General Data Protection Regulation (GDPR), California Consumer Privacy Act and California Privacy Rights Act (CCPA/CPRA), and Personal Information Protection and Electronic Documents Act (PIPEDA). It also describes the types of information we may collect from You or that You may provide when You visit the website earlyliteracyforkids.com. Furthermore, it details our practices for collecting, using, maintaining, protecting, and disclosing that information.

Please carefully review this policy to understand our practices concerning Your information. By accessing or using our Website, You acknowledge and agree to the terms of this policy. We reserve the right to amend this policy at any time. Your continued use of the Website following any amendments signifies Your acceptance of such changes. We will endeavor to notify You of significant modifications and may, at our discretion, seek Your consent for certain new data handling practices. If You do not agree to the updated policy, Your sole recourse is to discontinue using the Website.

- a. We collect various types of information from and about you, including personal information that can identify you either directly or indirectly. Examples of this personal information include your name, mailing address, email address, telephone number, Internet protocol (IP) address, username, and other similar identifiers. We may also collect billing and account information, and other personal details specified on our Website.
- b. The information collected may be used in accordance with the terms of this Privacy Policy, which includes but is not limited to, providing you with services you have requested, managing our contractual relationship with you, complying with legal obligations, and for other legitimate business purposes. We take appropriate measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. We may share your information with third parties in accordance with this policy and as legally required.
- c. By using our Website, you consent to the practices described in this policy. If you disagree with any terms, please refrain from using our Website. We reserve the right to make changes to this policy at any time. Your continued use of the Website after such changes constitutes your acceptance of the new terms. Significant changes to our privacy policy will be communicated to you and, where necessary, we will seek your consent for new data handling practices.
- d. Privacy laws define "**Personal Information**" as any data about an identifiable individual, which can be used alone or combined with other information to identify, contact, or

locate a person. This policy governs the collection, use, and disclosure of your information on this Website, in communications between you and this Website via email, text, or other electronic messages, through applications you download from this Website that facilitate interaction with this Website outside of a web browser, and when you engage with our advertising or applications on third-party sites and services that link to this policy.

- e. This Website may contain links to third-party sites, plugins, services, social networks, or applications, and interacting with these links may allow third parties to collect or share your data. We are not responsible for the privacy practices of these third parties and encourage you to read their privacy policies.
- f. This policy does not cover information collected offline or through any means other than this Website, including other sites managed by the Company or third parties, or data that you provide to or is collected by third parties through any application or content that may link to or be accessible from our Website.

1. INFORMATION WE COLLECT ABOUT YOU.

This section outlines the type of information we gather and the sources from which we collect it. We collect and use various types of information from and about you, including personal information that can identify you either directly or indirectly.

We collect this information from three primary sources: (a) directly from you when you provide it to us, (b) automatically through our website and services, and (c) from third parties and publicly available sources.

The categories of personal information we collect include your name, mailing address, email address, telephone number, internet protocol (IP) address, username, and other similar identifiers. We may also collect billing and account information, and other personal details specified on our website. The specific types of information we collect include the following:

- Business-related information includes details pertinent to your professional role such as title, duties, business address, business email, and business telephone number.
- Non-personal information refers to data that does not identify you directly or indirectly, including demographic data and aggregate or statistical information. We may derive such non-personal data from personal information to generate aggregated insights, such as calculating the percentage of users engaging with specific features of our website.
- Technical information covers data about your technology access including login details, browser type and version, time zone, browser plug-ins, operating system, platform, internet connection, and devices used to access our website, along with usage metrics like page response times and interaction details.
- Website interaction details include comprehensive logs of your interactions with our website, such as URLs accessed, clickstream data, viewed or searched products, visit durations, download incidents, and interaction behaviors like scrolling and clicks. This also covers methods used to navigate away from the page and any contact made with our customer service.

2. HOW WE COLLECT INFORMATION ABOUT YOU.

We collect your personal information through several methods, including direct interactions when you voluntarily provide information by filling out forms on our website or by communicating with us via phone, email, or other means. Additionally, we may collect information through your contributions to our website, which could be published, displayed, or transmitted to others, thereby enriching the content and user interaction on our platform. We also employ automated technologies, such as cookies, web beacons, and other tracking technologies, to collect information as you navigate through our website, helping us to tailor your user experience and offer content that is more relevant to your interests. Furthermore, we may receive information about you from third parties or publicly available sources, such as our business partners, which assists us in providing a more customized service. By using our website, you consent to our collection and use of your personal information as described in this clause. Your continued use of our website following updates to this policy constitutes acceptance of the terms. For significant changes, especially those that affect how we collect, use, or disclose your personal information, we will notify you through prominent notice on our website and obtain your consent where required by applicable law.

3. INFORMATION YOU PROVIDE TO US.

The information We collect directly from you on or through our Website may include details you provide by filling out forms, such as when registering to use our Website, subscribing to our services, posting material, requesting additional services, entering contests or promotions sponsored by us, or reporting issues with our Website. We may retain records and copies of your correspondence, including email addresses, if you contact us. You may also be asked to participate in surveys for research purposes. We collect details of transactions you conduct through our website and the fulfillment of your orders, and you may be required to provide financial information before placing an order. We also collect your search queries on the Website. You may provide information for publication or display on public areas of the Website or share it with other users or third parties.

These "**User Contributions**" (defined as any information, content, or material you provide for publication or display on public areas of the Website or share with other users or third parties) are shared at your own risk. Although You can manage privacy settings for this information through your account profile, and We strive to limit access to certain pages, no security measures are completely secure. Furthermore, we cannot control the actions of other users with whom you may share your User Contributions. Consequently, we cannot guarantee that unauthorized persons will not view your User Contributions.

4. INFORMATION COLLECTED AUTOMATICALLY.

We utilize various technologies, including cookies, to automatically collect information during your interaction with our Website. This encompasses details about your browsing activities, the devices you use, and metrics related to your engagement with our Website. The data collected may include traffic data, location data, logs, and details regarding the resources you access and use on our Website. We also gather information about your computer and internet connection,

including your IP address, operating system, and browser type. The collected information may include statistical data, which could contain personal information. We may retain this information or link it with personal information we collect from other sources, that you provide, or that we receive from third parties. The purpose of this data collection is to enhance our Website and deliver a personalized service, allowing us to estimate audience size, understand usage patterns, store your preferences, expedite your searches, and recognize you on subsequent visits. We use cookies (browser cookies and flash cookies) and web beacons to collect this information. You may refuse browser cookies by adjusting your browser settings, which may limit your access to certain parts of our Website. Flash cookies, managed differently from browser cookies, and web Beacons, small electronic files on our Website and possibly in our emails, assist us in tracking page popularity and verifying system integrity. Additionally, third parties, such as advertisers and content providers, may use cookies and other tracking technologies to collect information about your online activities over time and across different websites for interest-based advertising.

5. HOW WE USE YOUR INFORMATION.

We collect and use information about you, including personal information, for various purposes based on the following legal bases under GDPR Article 6: (i) performance of a contract where you are a party (to provide services and fulfill agreements), (ii) our legitimate interests in operating and improving our business (for analytics, security, and service enhancement), (iii) compliance with legal obligations (to meet regulatory requirements), and (iv) your consent where obtained (for marketing communications and non-essential features). The specific purposes for which we process your personal information include: to present and improve our Website and its contents, provide you with requested information, products, and services, fulfill specified purposes, send notices about your account or subscription, enforce our rights under contracts, notify you of changes to our Website or offerings, enhance our marketing and customer relationships, allow participation in interactive features, and measure advertising effectiveness. We may also use and disclose your information to display targeted advertisements, share aggregated or non-identifiable data, collaborate with subsidiaries and affiliates, facilitate corporate transactions, serve relevant ads through advertisers and networks, engage third parties for marketing under confidentiality agreements, utilize contractors and service providers for operational assistance, fulfill specific requests you make, comply with legal obligations, enforce agreements, and protect our rights and safety along with those of our customers. We retain your personal information for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, resolve disputes, and enforce agreements, typically no longer than 1 year after your last interaction with us. Your continued use of our website following updates to this policy constitutes acceptance of the terms. For significant changes, especially those that affect how we collect, use, or disclose your personal information, we will notify you through prominent notice on our website and obtain your consent where required by applicable law.

6. INTERNATIONAL DATA TRANSFERS.

We may transfer personal information that we collect or that you provide as described in this policy to contractors, service providers, and other third parties we use to support our business

(such as analytics and search engine providers that assist us with website improvement and optimization) and who are contractually obligated to keep personal information confidential, use it only for the purposes for which we disclose it to them, and to process the personal information with the same standards set out in this policy. Any transfer of your personal information to a country outside the European Economic Area will be based on one of the following GDPR-compliant mechanisms: (a) a European Commission adequacy decision; (b) appropriate safeguards, including Standard Contractual Clauses approved by the European Commission, binding corporate rules, or certification mechanisms; or (c) applicable derogations, including your explicit consent for the specific transfer. Where we rely on Standard Contractual Clauses, we will provide you with a copy upon request. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country only if it is in compliance with such legal framework. Whenever we engage a service provider, we require that its privacy and security standards adhere to this policy and applicable privacy legislation. By submitting your personal information or engaging with the Website, you provide explicit consent to international transfers as described in this section.

7. CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR INFORMATION.

We offer You choices about how we use and disclose your information. You may unsubscribe from any of our programs or opt out of contact for marketing or other purposes at any time. To do so, please visit our website, use the unsubscribe link provided in our emails, or contact us directly at earlyliteracyforkids@gmail.com.

We offer you various choices regarding the collection and use of your personal information. You may configure your browser settings to reject all or some browser cookies, or to alert you when cookies are being sent. To manage settings for Flash cookies, please visit Adobe's Flash player settings page.

If you prefer that we do not share your personal information with third parties for marketing purposes, you may opt out by selecting the appropriate option on the forms where we collect your data or by contacting us directly at earlyliteracyforkids@gmail.com.

Additionally, if you no longer wish to receive marketing emails from us, you may opt out by selecting the appropriate option on the forms where we collect your data, adjusting your user preferences in your account profile, or by clicking the unsubscribe link in any marketing email we send.

We do not sell your personal information for cross-context behavioral advertising purposes. Please note that this opt-out does not apply to information provided as part of a purchase, warranty registration, product service experience, or other transactions. Please be aware that we do not control third parties' collection or use of your information for interest-based advertising, though these third parties often provide methods for you to opt out of such use.

8. DATA SECURITY.

The security of your personal information is paramount to us. We implement appropriate technical and organizational measures to protect your personal information against loss, unauthorized access, alteration, and disclosure. We store your data on secure servers protected by firewalls and encrypt payment transactions using SSL technology. You play a crucial role in safeguarding your information. You are responsible for maintaining the confidentiality of your password, which enables access to certain parts of our Website. Please do not share your password with anyone and exercise caution when disclosing information in public areas of our Website, such as message boards, which are accessible to other visitors. While we strive to use commercially acceptable means to protect your personal information, please be aware that no method of transmission over the Internet or method of electronic storage is 100% secure. In the event of any personal data breach, we will notify the relevant supervisory authority within 72 hours of becoming aware of the breach and will notify affected individuals without undue delay when the breach is likely to result in high risk to their rights and freedoms.

9. DATA RETENTION.

We retain your personal information only for as long as necessary to provide our services, fulfill the purposes described in this policy, and comply with applicable legal, accounting, or reporting requirements. Retention periods may vary depending on the type of information, how it is used, and our legal or contractual obligations.

For users located in the EU and UK, we apply the following retention periods in accordance with the General Data Protection Regulation (GDPR): account information for 7 years after account closure, transaction records for 6 years for tax, accounting, and legal compliance, marketing communications data for 3 years or until you withdraw consent, website usage data for 2 years, and customer service records for 3 years after your last contact. We delete or anonymize personal information once the applicable retention period expires, unless a longer retention period is required or permitted by law, or you have provided explicit consent for extended retention. We may also retain anonymized or aggregated data for legitimate business, research, or statistical purposes, which does not identify you personally.

For US users, including California residents, we retain personal information only as long as necessary to fulfill the purposes described in this Privacy Policy or as required by law. In accordance with the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), we will retain personal information only for the period reasonably necessary to achieve the purposes disclosed at the time of collection, delete or de-identify your information when it is no longer required for those purposes, and honor your right to request deletion of your personal information at any time, subject to exceptions permitted by law.

For Canadian users, we retain personal information for as long as necessary to fulfill the purposes for which it was collected and to comply with applicable legal and regulatory requirements. When personal information is no longer required, it is securely deleted, anonymized, or destroyed in accordance with our data retention policies.

10. ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION.

For users located in the EU and UK, under the General Data Protection Regulation (GDPR), you have the right to: (i) access your personal information, (ii) rectify inaccurate personal information, (iii) request erasure of your personal information, (iv) restrict processing, (v) data portability, (vi) object to processing based on legitimate interests, and (vii) withdraw consent where processing is based on consent. You also have the right to lodge a complaint with the relevant data protection supervisory authority.

For US users, including California residents, under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRRA), you have the right to: (i) know what personal information is collected, (ii) know whether personal information is sold or disclosed, (iii) access your personal information, (iv) delete your personal information, (v) correct inaccurate personal information, (vi) opt-out of the sale of personal information, and (vii) non-discrimination for exercising your privacy rights.

For Canadian users, under the Personal Information Protection and Electronic Documents Act (PIPEDA), you have the right to: (i) access your personal information, (ii) request correction of inaccurate personal information, (iii) withdraw consent for the collection, use, or disclosure of personal information, and (iv) file a complaint with the Privacy Commissioner of Canada.

To exercise these rights, please update any changes via your account profile on our website or by emailing earlyliteracyforkids@gmail.com. While you may request access to, correction of, or deletion of your personal information, the Company reserves the right to deny such requests at its sole discretion, particularly if they conflict with legal obligations, compromise the integrity of our information, or are otherwise deemed inappropriate by the Company. Access may be denied based on legal exemptions, if information has been destroyed or anonymized according to our retention policies, or at the Company's discretion. The Company is not obligated to provide reasons for denial unless required by law.

11. WITHDRAWING YOUR CONSENT.

Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to withdraw your consent at any time and for any reason. To withdraw your consent, if applicable, contact us at earlyliteracyforkids@gmail.com. Upon receiving a request to withdraw consent, we will inform you of the specific consequences of withdrawal, which may include our inability to provide you with certain products or services. We will explain the impact to you at that time to help you with your decision.

12. CHANGES TO OUR PRIVACY POLICY.

It is our policy to post any changes We make to our privacy policy on this page. If We make material changes to how We treat our users' personal information, including any significant updates that may affect Your rights or how Your data is processed, We will notify You by email

to the primary email address specified in Your account or through a notice on the Website home page.

13. GOVERNING LAW AND CHOICE OF FORUM.

The Website and these Terms and Conditions will be governed by and construed in accordance with the laws of the Province of Ontario, Canada applicable therein, without giving effect to any choice or conflict of law provision, principle, or rule (whether of the laws of the Province of Ontario, Canada) and notwithstanding Your domicile, residence, or physical location.

For assistance, contact us at earlyliteracyforkids@gmail.com. Note that deletion of Your User Contributions does not ensure removal from all systems due to potential presence in cached or archived pages, or copies made by other users. Usage of information, including User Contributions, is governed by our terms of use <https://earlyliteracyforkids.com/>