

## **Children's Privacy Policy**

The de Sales Group, LLC, a Florida limited liability company with a mailing address of 55 Main Street, P.O. Box 434, New Castle, NH 03854, and companies affiliated with it (collectively, "DSG"), are committed to protecting the privacy and confidentiality of personal information entrusted to us. We recognize that site users have special concerns about the privacy of users who are children under the age of 18, and we comply with applicable law regarding collection of information from children, including the United States Children's Online Privacy Protection Act ("COPPA"), Canada's Personal Information Protection and Electronic Documents Act, and the EU Data Privacy Directive. These and other applicable laws have special requirements regarding notification to parents and legal guardians (either of which is called a "parent" in this policy) of what personal information is being collected from their child and how that information is used and shared. Parents are strongly encouraged to participate in their children's online activities and monitor their children's use of e-mails and engagement in other electronic communication. **If you are a resident of the United States** we encourage you to visit <http://www.ftc.gov/privacy/privacyinitiatives/childrens.html> for more information about COPPA and children's privacy.

### **What Is Personal Information?**

When this Children's Privacy Policy uses the term "personally identifiable information" ("PII"), we mean information that identifies a particular individual, such as the individual's full name (first name and surname together), postal address, and e-mail address. When certain non-identifiable information is directly associated with PII, this other information also becomes PII for purposes of this Children's Privacy Policy. Some jurisdictions may call personally identifiable information "personal data" or "personally identifying information," and may include opinions about or related to a user in the definition of PII. We sometimes refer to PII in this Children's Privacy Policy as "personal information."

### **What Is the Scope of Our Children's Privacy Policy?**

This Children's Privacy Policy addresses our policies and procedures relating to the personal information collected from children under the age of 18. This Children's Privacy Policy is intended to assist you, the parent, in understanding DSG's policies and procedures relating to our management of your child's personal information.

### **What Personal Information Does DSG Collect, and Why?**

DSG does not collect any Personal Information from children that use or visit the Website. When a parent or other adult helps a child register his or her online My Storytime Friends account, we ask for only the child's unique registration code (contained on the My Storytime Friends tie tag), the parent's e-mail address, a user-created password, and a security question.

## **Non-personal Information We May Collect**

1. **Surveys and Feedback:** We may collect aggregate information in connection with surveys or other online activities that allow your child to give us feedback. We do not collect any personally identifiable information in connection with surveys or feedback requests, nor is the information provided connected to any personally identifiable information we may have about the child.
2. **Site Management:** We may collect information through technology (such as logging IP addresses) for routine system administration purposes, to make our website more interesting and useful to you and your child, or to manage content delivery. For instance, we collect IP addresses and use technology to track traffic patterns on the site. We also use this information to understand which areas of our website are most appealing or least appealing and to deliver content that is specific to your country or area of residence. Our site also uses cookies, which are pieces of information that a website sends to your child's computer while he or she is viewing the website. Cookies provide information to the site so that the site will remember the user. None of the information collected through these methods is connected to or associated with any other information about your child.
3. **E-mail Communication from You or Your Child:** If your child contacts us by e-mail, we use the e-mail address on file for the account, which is the parent's e-mail address.

## **Notification of Changes in the Children's Privacy Policy**

This Children's Privacy Policy outlines the information usage practices of DSG. By accessing, browsing, or using this Website, you signify your agreement to the terms and conditions of this Children's Privacy Policy. If you do not agree to this policy, please do not submit your personal information to us. **We reserve the right, at our discretion, to change, modify, add, or remove portions of our Children's Privacy Policy at any time.** If at some point in the future there is a material change to our information usage practices that affects you or your child's personal information, you will be notified of such change by a conspicuous posting on the Website. The effective date of this version of our Children's Privacy Policy is August 15, 2009.

## **For Questions or Comments Regarding the Children's Privacy Policy:**

If you have any questions or comments about DSG's Children's Privacy Policy, please contact the Customer Service Department at the address, phone number, or e-mail address listed below:

The de Sales Group, LLC  
Customer Service  
Telephone: toll-free, 1-800-324-4404 (U.S. and Canada)  
Mail: 55 Main Street, P.O. Box 434, New Castle, NH 03854  
Attention: Customer Service Representative  
E-mail: [privacy@mystorytimefriends.com](mailto:privacy@mystorytimefriends.com)

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