Privacy Policy

Effective Date: April 24, 2015 Last Updated Date: April 24, 2015

This Privacy Policy is incorporated by this reference into the KID Museum, Inc. Terms of Use located at <u>http://kid-museum.org/wp-content/uploads/2015/04/Kid-Museum-Inc.-Terms-of-Use.pdf</u> ("<u>TOU</u>"). The terms "<u>KID Museum</u>," "<u>we</u>," and "<u>us</u>" include KID Museum, Inc. and its affiliates and/or subsidiaries. All other terms not defined in this Privacy Policy will have the meanings set forth in the TOU. This Privacy Policy explains how KID Museum may:

- collect,
- use, and
- disclose

information we obtain through the Site. As used in this Privacy Policy, "<u>**Personal Information**</u>" means information that alone or when in combination with other information may be used to readily identify, contact, or locate you, such as your name, address, email address, or phone number. We do not consider Personal Information to include information that has been aggregated and/or anonymized so that it does not allow a third party to easily identify a specific individual.

THE SITE COLLECTS YOUR INFORMATION

We collect Personal Information when you voluntarily submit this information through the Site. We also collect information, such as anonymous usage statistics, by using cookies, server logs, and other similar technology as you use the Site.

Voluntary Submission. We collect information, including Personal Information, that you voluntarily submit through the Site, such as when you register to attend or participate in KID Museum sponsored events, programs or contests, or when you sign-up to receive KID Museum's newsletter.

Making Payments. We collect Personal Information, such as your name and credit card information, when you make donations or other payments through the Site.

Customer Support. We may collect Personal Information through your communications with our customer-support team.

Cookies, Automatic Data Collection, and Related Technologies. The Site collects and stores information that is generated automatically by your use of the Site, including your preferences and anonymous usage statistics.

When you visit the Site, we and our third-party service providers receive and record information on our server logs from your browser, including your IP address, and from cookies and similar technology. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Site. Please review your web browser "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete, or choose not to accept, cookies from the Site, you may not be able to utilize the features of the Site to their fullest potential.

By using the Site, you are authorizing us to gather, parse, and retain data related to the provision of the Site.

HOW KID MUSEUM USES YOUR INFORMATION

We use Personal Information to:

- improve our Site and facilitate the events, programs, contests and other services offered through the Site; and
- communicate with you.

We may use aggregate information for any purpose, including for marketing purposes.

Internal and Site-Related Usage. We use information, including Personal Information, for internal and Site-related purposes and may provide it to third parties to allow us to provide and improve the Site.

KID Museum Services. We also use information, including Personal Information, to facilitate any events, programs, contests or other services offered through the Site.

Communications. We may send email to the email address you provide to us while using the Site to provide you with updates or information relating to the Site, including information about any programs, events or services for which you have registered through the Site.

Aggregate Data. We may de-identify and aggregate information collected through the Site and use it for any lawful purpose.

KID MUSEUM MAY DISCLOSE YOUR INFORMATION

We may share your information:

• with our third-party service providers;

- to facilitate any events, programs, contests and other services offered through the Site;
- to comply with legal obligations;
- to protect and defend our rights and property; and
- with your permission.

We do not rent, sell, or share Personal Information about you with other people or nonaffiliated companies for their direct marketing purposes, unless we have your permission.

We Use Vendors and Service Providers. We may share any information we receive with vendors and service providers retained in connection with the provision of the Site. For example, we may share Personal Information with our third party payment processor to process any payments that you make through the Site.

KID Museum Services. We may share information, including Personal Information, with third parties to help facilitate any events, programs, contests or other services offered through the Site.

Social Networking and Other Websites. The Site may allow you to share information, including Personal Information, with social networking websites, such as Facebook and Twitter, by posting information to these websites through links available on the Site. We do not share your Personal Information with these social networking sites unless you have authorized us to do so. The use of your Personal Information by any social networking websites will be governed by their privacy policies, and you may be able to modify your privacy settings on their websites.

As Required By Law and Similar Disclosures. We may access, preserve, and disclose your Personal Information or other account information if we believe doing so is required or appropriate to (i) comply with law enforcement requests and legal process, such as a court order or subpoena; (ii) respond to your requests; or (iii) protect your, our or others' rights, property, or safety.

Merger, Sale, or Other Asset Transfers. If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of KID Museum assets, or transition of the Site to another provider, then your information may be sold or transferred as part of such a transaction as permitted by law and/or contract. The use of your Personal Information following any of the foregoing events should be governed by the provisions of this Privacy Policy in effect at the time such Personal Information was collected.

We may also disclose your Personal Information with your permission.

SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. We do not accept liability for unintentional disclosure.

CHILDREN'S PRIVACY

At any time, parents and guardians (collectively, "<u>Parents</u>") of children under the age of 13 (each, a "<u>Child</u>" and collectively, "<u>Children</u>") may (i) review the Personal Information that we maintain about their Child, (ii) require us to correct or delete such information, (iii) prohibit us from further collecting or using such information, and/or (iv) review, change or delete such information, by sending us an e-mail at **info@kid-museum.org**. We may require a Parent to take certain steps or provide us with additional information to verify the Parent's identity before providing the Parent with any information, including Personal Information, about the Parent's Child.

KID Museum will respond to all inquiries from Parents about its privacy policies and use of Children's information. KID Museum's contact information is listed below.

INTERNATIONAL USERS

By using the Site, you will transfer data to the United States.

By choosing to visit the Site or otherwise provide information to us, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the law of the State of Maryland and the adjudication of any disputes arising in connection with KID Museum or the Site will be in accordance with the TOU located here <u>http://kid-museum.org/wp-content/uploads/2015/04/Kid-Museum-Inc.-Terms-of-Use.pdf</u>.

If you are visiting the Site from the European Union or other regions with laws governing data collection and use, then please note that you are agreeing to the transfer of your information to the United States and processing globally. By providing your information to the Site, you consent to any transfer and processing in accordance with this Policy.

UPDATE YOUR INFORMATION OR POSE A QUESTION OR SUGGESTION

If you would like to update or correct any information that you have provided to us through your use of the Site or otherwise, or if you have suggestions for improving this Privacy Policy, then please send an e-mail to **info@kid-museum.org**.

CHANGES TO OUR PRIVACY POLICY AND PRACTICES

We may revise this Privacy Policy, so please review it periodically.

Posting of Revised Privacy Policy. We will post any adjustments to the Privacy Policy on this web page, and the revised version will be effective when it is posted. If you are concerned about how your information is used, then bookmark this page and read this Privacy Policy periodically.

New Uses of Personal Information. From time to time, we may desire to use Personal Information for uses not previously disclosed in our Privacy Policy. If our practices change regarding previously collected Personal Information in a way that would be materially less restrictive than stated in the version of this Privacy Policy in effect at the time we collected the information, then we will make reasonable efforts to provide notice and obtain consent to any such uses as may be required by law.

Contact Information.

KID Museum, Inc. 6400 Democracy Blvd Bethesda, MD 20817 301-897-5437 **info@kid-museum.org**