



ASK Worldwide LLC / HealthyKidsWorld™ Privacy Policy

Thank you for your interest in HealthyKidsWorld.com, providing easy to access information, anywhere, anytime, to help our children enjoy good health. ASK Worldwide LLC / HealthyKidsWorld tm is committed to providing a fun, safe and secure website. We are dedicated to safeguarding all personal information collected online and to helping our visitors learn how to exercise control over personal information while exploring the Internet. In addition, we employ special measures to help children protect their privacy while online. We do not ask children to disclose more personal information than is necessary for them to participate in a particular activity, and we take steps to prevent children from posting contact information.

ASK Worldwide LLC / HealthyKidsWorld tm is committed to fully complying with the Children's Online Privacy Protection Act (COPPA) of 1998, a U.S. law that governs the use and collection of information online from kids under 13 years of age. To learn more about this law, and about how to protect your kids on interactive online websites, visit <http://www.ftc.gov/bcp/edu/pubs/consumer/tech/tec08.shtm> for information from the U.S. Federal Trade Commission.

To help ensure a rewarding online experience for all visitors, we provide this summary of our information practices. This privacy notice governs the collection and use of information at HealthyKidsWorld.com.

As we continue to offer our visitors new and different types of content and services, we may modify our practices from time to time.

THE INFORMATION WE COLLECT

At ASK Worldwide LLC / HealthyKidsWorld tm it's our policy to collect a minimum amount of information from our visitors. When users, including children under 13, register for information or to participate in activities, games, or contests, we may ask them for the following information: UserName, Password, Birthday, Gender and Zip Code. For users under the age of 13 we also ask them to provide their parent or guardian's email address so the parent/guardian can approve their child's participation on our site. Users 13 and older can provide their own email address. On HealthyKidsWorld.com no further personally identifiable information is required to participate in any activity. Additionally, if a child wins a contest and wishes to receive a prize, an address may be requested if a prize will be shipped. Virtual prizes do not have this requirement.

Your child's email address will never be revealed by us on the site and will never be shared with a 3rd Party for any reason. If a child gives us their email we send the parent an email alerting them of this and provide the parent the ability to deactivate email for their child's account. If the parent decides to deactivate Email we will delete the child's email address from our database.

ABOUT COOKIES

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. Cookies cannot damage user files, nor can they read information from a user's hard drive. Cookies allow websites to "remember" user activities on a website as well as users visits to a site. We use cookies on this site. We link the information we store in cookies to Personally Identifiable Information (PII) you submit while on our site. Our cookies themselves do not contain any Personally Identifiable Information (PII). Our cookies reference the PII you provided during registration. We reference the information you provided via an encrypted identifier. Where we link these unique identifiers with your PII, we will treat the unique identifiers as PII as long as they are linked. We use the registration information you provided to contact you if you lose your password or contact you about site updates and changes.

We use both session ID cookies and persistent cookies. We use session cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file. http://en.wikipedia.org/wiki/HTTP_cookie.

When using our site, ASK Worldwide LLC / HealthyKidsWorld tm collects certain non-personal information by placing and accessing cookies on the user's computer. Cookies do not contain any personal information, so we do not use cookies (or other covert or non-consensual methods) to acquire contact information about the user or other users of the computer.

Please Note: The use of cookies by our affiliates and/or service providers is not covered by our privacy statement. We do not have access or control over these cookies. Our affiliates or service providers may use session ID cookies to provide demographic and metrics information to ASK Worldwide LLC / HealthyKidsWorld tm and to make it easier for you to navigate our site.

HOW WE USE THE INFORMATION WE COLLECT

ASK Worldwide LLC / HealthyKidsWorld tm uses the parent or guardian's email address provided at registration to notify parents that their child wishes to become a participant of

HealthyKidsWorld tm contests and activities. In that initial notice, parents are provided a link to this privacy policy. Parents are required to provide their consent before their child's accounts can be activated. Parent email addresses are used to communicate with parents about their kids in relation to their activity at HealthyKidsWorld.com - such as a forgotten password or content their child may upload to our site. Upon activation of an account, the information submitted will be used by ASK Worldwide LLC / HealthyKidsWorld tm to maintain contact information for contests as well as those who win contests. Within those features, users are identified in the community by their UserName. This limited (and non-personal) identifying information will be displayed to the child's friends and others who have obtained the child's UserName.

To make sure you are kept up to date on your child's activity on our site we send the parent an email when your child is determined to qualify for a prize in a HealthyKidsWorld contest (this may occur through an APP as well as through the website.)

DISCLOSURE ABOUT INFORMATION SHARING

ASK Worldwide LLC / HealthyKidsWorld tm does not share, rent or trade personally identifying information about our registered users, including kids under 13, with non-affiliated third parties (i.e., companies who are not one of our corporate affiliates or who are not providing support to the internal operations of our company) for their promotional purposes.

ASK Worldwide LLC / HealthyKidsWorld tm discourages and makes every reasonable effort to disallow and discourage users and kids from sharing personally identifying information with each other. The only information that can be openly shared in the HealthyKidsWorld.com features are UserNames (and we caution users not to select their real names) and scores achieved when playing games.

ASK Worldwide LLC / HealthyKidsWorld tm may share other non-personal information submitted on its site to provide requested products or services, if permission is granted, or under the following circumstances:

- We share personal information in certain cases in order to prevent, take action against or investigate situations regarding illegal activities, fraud or suspected fraud, events in which threats or potential threats to the physical safety of any person or persons is evident, when violations of ASK Worldwide LLC / HealthyKidsWorld tm's terms of use occur, or in other situations required by law.
- We respond to subpoenas, court orders and other legal processes, or make use of information in exercising our legal rights or establishing defense against legal claims.
- We transfer information about users if ASK Worldwide LLC / HealthyKidsWorld tm is acquired by or merged with another company. In this event, ASK

Worldwide LLC notifies the user in advance of any information transfer and before it may become subject to any other privacy policy.

- We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Web site.

PARENTAL RIGHTS

Parents and legal guardians of kids under 13 who register on HealthyKidsWorld.com have certain rights under COPPA, and ASK Worldwide LLC / HealthyKidsWorld tm recognizes those rights. Parents/guardians can consent to collection and use of a child's personally identifiable information (PII) without consenting to the disclosure of information to third parties. Currently the only identifiable information we collect from children is the parent email address and, if they provide it, their own email address. We will not knowingly register children under 13 years of age on ASK Worldwide LLC / HealthyKidsWorld tm without parental consent. Without consent, a child under 13 cannot participate in any of the community features. If a parent does not provide consent, we will delete the information provided during the registration process within a reasonable time period. A child's participation or access to an activity on our site is not conditioned on their providing more Personal Information than is reasonably necessary for the activity.

Parents/guardians can request that ASK Worldwide LLC / HealthyKidsWorld tm delete any of their children's personal information, and refuse to allow ASK Worldwide LLC / HealthyKidsWorld tm to collect further information from their kids by contacting our Customer Services department by email at parents@healthykidsworld.com. Parents should include their child's HealthyKidsWorld UserName and the registered (parent/guardian) email address in the email so we can better assist them with their inquiry or request. We may ask additional questions or take other steps to verify the identity of parents/guardians before responding to a request to review or delete their child's information, or a request to refuse further collection from their child.

OPTING OUT

If you no longer wish to receive any communications from ASK Worldwide LLC / HealthyKidsWorld tm, you may opt-out of receiving further communication. You may request this via email at parents@healthykidsworld.com - please type UNSUBSCRIBE in the subject line. If you prefer to contact us in writing, please post your mail to: HealthyKidsWorld, PO Box 5595, Santa Monica, CA 90409.

SECURITY AND CONFIDENTIALITY

HealthyKidsWorld.com is a FREE and SAFE information site that contains and is linked to APPS containing contests which may be enjoyed by children.

It is our policy to collect a minimum amount of information from our visitors. When users, including children under 13, register on HealthyKidsWorld.com, we ask them for the following information: UserName, Password, Birthday, Gender and Zip Code. For users under the age of 13 we also ask them to provide their parent or guardian's email address so the parent/guardian can approve their child's participation on our site. Users 13 and older can provide their own email address. No identifiable information is required to participate in any activity, but is required to store high scores and become eligible for prizes..

Your child's email address will never be revealed by us on the site and will never be shared with a 3rd Party for any reason. If a child under 13 years of age gives us their email, we send the parent an email alerting them of this and provide the parent the ability to deactivate their child's account. If the parent decides to deactivate, we will delete the child's email address from our database.

ASK Worldwide LLC is the sole owner of all information collected on HealthyKidsWorld.com.

We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

The practices of ASK Worldwide LLC / HealthyKidsWorld tm may be revised from time to time. If we change our privacy policy, we will post those changes to this privacy statement and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to how we collect and use Personal Information from children under age 13, we will notify parents by email in order to obtain verifiable parental consent for the new uses of the child's Personal Information.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

If you have any questions about security on our Web site, please email us at parents@healthykidsworld.com.

QUESTIONS AND SUGGESTIONS

If you have questions or suggestions, please email us at parents@healthykidsworld.com or mail us at: Attn: Customer Service, HealthyKidsWorld, PO Box 5595, Santa Monica CA 90409

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