

# Privacy Policy

## Our Commitment to Your Privacy

This Privacy Policy documents our adherence to industry standards for the protection of your personal information. References to “we,” “our,” or “us” herein refer to Knowledge Universe Education LLC d.b.a KinderCare Learning Centers and our service providers and designees as we deem appropriate.

## Scope of the Privacy Policy

This Privacy Policy covers our treatment of personally identifiable information that is collected while you are on our site or that we, our affiliated companies and our business partners share with one another. This policy does not apply to the practices of companies not owned or controlled by us or to people whom we do not employ or manage, nor does it address non-personally identifiable information. The policy specifically addresses the following areas:

- What personally identifiable information we or others collect through our site;
- How we or others may use this information;
- With whom we may share this information;
- What choices are available to you as a user of our site with respect to collection, use and distribution of the information;
- What types of security procedures are in place to protect the loss, misuse or alteration of information under our control; and
- How you can correct any inaccuracies in the information.

## Information Collection and Use

We are the sole owner of the information collected on our site. We may collect information from you at two different stages. First, we collect anonymous, aggregate information from all visitors to our site. This information is never linked to any personally identifiable information and is used in the aggregate to generate statistical reports about the use of our site. In addition, we use a third-party service provider to serve ads on our behalf across the Internet and on our site. That provider may collect anonymous information about your visits to our site and your interaction with our products and services. That provider may also use information about your visits to our and other sites to target advertisements for goods and services. This anonymous information is collected through the use of a pixel tag, which is industry standard technology used by most major websites. If you would like more information about this practice and your choices about not having this anonymous information used by our third-party service provider, please link to [www.networkadvertising.org/consumer/opt\\_out.asp](http://www.networkadvertising.org/consumer/opt_out.asp). You can opt out of having your anonymous information collected by our customizing service by visiting <http://optout.netmng.com/optout.php>. If you select the “opt out” button there, we will delete your existing netmining.com cookie(s) and try to place a new cookie that instructs us not to track your future activities when we detect that cookie. If your browsers are configured to reject cookies when you visit our opt-out page, we cannot set our no-track cookie. Also, if you subsequently erase your cookies, use a different computer or change web browsers, you will need to opt-out again.

Second, we collect and store personal information when you register with us and use our services. This information is specific to you and may include such things as your name and e-mail address. In addition, this information may include information required in order to enroll a child at a child care center affiliated with us. These types of information are sometimes called “personally identifiable information.”

Except as described above, the only personally identifiable information collected through our site is information you choose to supply in response to a request, offer, or opportunity to post or link to content. In addition, we may require certain personally identifiable information if you subscribe to a newsletter or if you sign up to participate in a promotion, sweepstake or survey through our site. We may also receive personally identifiable information from our business partners.

## Provision and Transmission of Information

As a general rule, except in connection with our provision of certain services to you, we will not read the documents, communications or other content that you may create, review or retrieve on our site, unless such content by its nature is intended to be publicly viewable; however, we (or our third party providers) do store the content on computer systems for a period of time for our general business purposes and, with respect to child care center enrollments, as required by applicable law. We could be required to view and/or disclose any or all content along with other personally identifiable information that you provide to

comply with applicable law, to protect the children enrolled in our centers, our site or our rights. We also monitor the performance of our services and our site in order to manage, maintain, and improve our services and our site. We (or our third party providers) may use tools to help prevent and block “spam” communications, viruses, spyware, and other harmful or unwanted communications and programs on our site. These tools may automatically scan your content in order to help us protect you and our site against these harmful or unwanted communications and programs. However, these tools do not collect or disclose personally identifiable information about you. You should also be aware that any personally identifiable information you provide in forums, blogs, or bulletin boards may be read, collected, and used by others who access those services. We are not responsible for any personally identifiable information you choose to submit in forums, blogs, bulletin boards, or any other publicly accessible service or website.

#### **Personal Information of Children**

We have designed our site for parents and adults, not for children. For that reason, we do not knowingly collect personal information from children who may visit our site, and we do not want to include any such information in our customer databases. We recommend that parents monitor their children’s use of the Internet.

#### **Use of Your Personal Information**

We may share your personal information with our affiliated companies and with third parties, as described in this Privacy Policy. We will never give your information to, or share your information with, any third party not affiliated with or owned by us, except as permitted by law or as provided in this Privacy Policy. We will send personal information to other companies or people only when we:

- have your consent to share the information;
- need to share your information with third parties for a bona fide business purpose, including child care center regulators, medical providers, payment processors and financial institutions; or
- respond to subpoenas, court orders, or legal process or find that your actions violate any other terms and conditions or policies posted on our site.

#### *Profile*

We store information that we collect through cookies and log files to create a profile of our customers. A profile is stored information detailing how individual customers use our site. Collected information in a profile is tied to the customer’s personal information.

#### *Cookies*

A cookie is a small text file stored on the customer’s hard drive for an extended period of time. The cookies can be removed by following Internet browser help file directions. Allowing a related cookie to remain on your computer makes it easier for you to log in to and use our site.

#### *Log files*

Log files record internet protocol (IP) addresses, browser types, internet service provider referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer our site, track a customer’s movement in the aggregate and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

#### *Posting Content*

You may voluntarily post or link to content on this site that is publicly viewable. By doing so, you consent to us sharing your posted content, including the name and email address associated with that content.

#### **Disclosure of Personal Information As Required By Law**

We will disclose personally identifiable information when required by law, or if we have good-faith belief that such action is necessary to (a) comply with current judicial proceedings, a court order or legal process served on us, (b) protect and defend our rights, or (c) protect the rights, property, and other interests of our users or others.

#### **Business Transitions**

In the event that we go through a business transition, such as a merger, acquisition by another company, or sale of a portion of our assets, any personal information you provide us may be part of the assets transferred. You will be notified via prominent notice on our site prior to a change of ownership or control of their personal information. If, as a result of the business transaction, your personally

identifiable information will be used in a manner materially different from that stated at the time of collection, you will be given a choice consistent with the “Notification of Changes” paragraph below.

#### **Links**

Our site may contain links to and portions of other sites. We are not responsible for the privacy practices or content of these other sites. When you leave our site or view a portion of a third party’s site through our site, we encourage you to read the privacy policies, as well as the other terms and conditions, of each such other sites. This Privacy Policy applies solely to information we collect on our site.

#### **Security**

Wherever your personal information may be held by us or on our behalf, we intend to take commercially reasonable and appropriate steps to protect the personal information that you share with us from unauthorized access or disclosure. However, given the nature of the Internet and the fact that network security measures are not infallible, we cannot guarantee the security of your information. We use encryption to protect sensitive information online. The servers that store your personally identifiable information are housed in a secure environment. We also make an effort to protect your information off-line.

If we ever require you to register with us before being able to access a specific section of our site, we may ask you to select a username and password. We recommend that you do not divulge or share that information with anyone. We will never ask you for that information in an unsolicited phone call or in an unsolicited email. Also, remember to sign out of the registered site and close your browser window when you have finished your work. This is to ensure that others cannot access your personal information and correspondence when accessing your computer.

#### **Correcting, Updating, Deleting or Deactivating Personal Information**

If your personally identifiable information changes, you may contact us to correct, update, delete or deactivate our record of your personally identifiable information.

#### **Notification of Changes**

We may amend this Privacy Policy from time to time. If we make any substantial changes, we will prominently post a notice on the main page and other pages to alert you of the change.

#### **Contact Information**

If you have any questions about this Privacy Policy, please contact us at: Webmaster, Knowledge Universe- US, 650 Holladay Street, Suite 1400, Portland, OR 97232 or [digital.marketing@mail.kindercare.com](mailto:digital.marketing@mail.kindercare.com).

#### **Special Rights of California Residents**

Under California Civil Code Section 1798.83 (also referred to as S.B. 27), if you are a California resident and the business relationship between you and us is primarily for personal, family, or household purposes, you may request certain limited information about our disclosures (if any) of your personal information to third parties for their direct marketing purposes. To make such a request, please contact us at the email or mailing addresses set forth in the Contact Information section with “Request for California Privacy Information” in the subject of your communication. You may submit this type of information request to us only once per calendar year. If applicable, we will provide you, by email or written correspondence, a list of the categories of personal information that we disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year. We will also provide you the names and addresses of those third parties.