

## KidCalc Privacy Policy

Last Updated: January 28, 2014

This Privacy Policy describes the policies and practices of Blue Moon Learning, Inc. ("Blue Moon Learning") regarding its educational online application, KidCalc, and all associated Blue Moon Learning products and services provided, whether via personal computers, mobile devices, tablets, handheld devices, or through other interactive services, features, e-mail newsletters, applications, and downloads (collectively referred to herein as "KidCalc").

We will refer to subscribers, customers, users, and others who download, access, use, purchase, play and/or subscribe to (collectively, "use" or "using") KidCalc as "Users" and "User", "You" or "Your" throughout this policy.

WE RESERVE THE RIGHT TO MODIFY OR AMEND THIS PRIVACY POLICY FROM TIME TO TIME WITH OR WITHOUT NOTIFICATION TO USERS THAT THE POLICY HAS BEEN MODIFIED OR AMENDED.

### **1. Information Blue Moon Learning Collects from Our App**

When using KidCalc, non-personally identifying technical information about your iOS Device, including device type, time zone, device keyboard language, device language, operating system platform, and diagnostic data detailing app crashes, bugs, and app usage information (collectively, "Device Information") is collected and stored.

Device Information will be retained for only for as long as Blue Moon Learning reasonably needs such information to fulfill the purpose for which it was collected, unless the User contacts Blue Moon Learning and requests to have his or her Device Information deleted. This Device Information is not personally identifiable. Blue Moon Learning may use data collected to create anonymous "Aggregate Information." This Aggregate Information is not personally identifiable.

### **2. Information Blue Moon Learning Collects from Visits to Our Website**

When Users and others visit our Websites, Blue Moon Learning collects the visitor's IP address (the unique set of numbers used to identify the visitor's computer), and his or her registered domain or home server. When Users use KidCalc, including the App, Websites including any feedback mechanism, or bug tracking system, Blue Moon Learning's servers automatically record certain information about their usage from their mobile device and/or web browser. These server logs may include information such as a Device identification number and Device identifier, web requests, Internet Protocol address, browser type, browser language, referring / exit pages and URLs, platform type, number of clicks, domain names, landing pages, pages viewed and the order of those pages, the number of messages related to the User's profile, the amount of time spent on particular web pages, and the dates and times of requests.

If a visitor requests information by sending Blue Moon Learning an email or accesses the App, Blue Moon Learning may save the visitor's e-mail address and any other information that the visitor or User provides. This information may be used by Blue Moon Learning to provide services or products the visitor requests and to contact the visitor in the future by mail, by e-mail, or by phone to convey information about Blue Moon Learning's services. Visitors will always be provided with the option not to be contacted or to unsubscribe.

### **3. Children's Information**

Our Websites comply with the Children's Online Privacy Protection Act. We don't collect personal information from children under the age of 13, and if in the event that a User identifies himself or herself as a child under the age of 13 through a support request or feedback mechanism, we will not collect, store or use, and will delete in a secure manner, any personal information of such User.

### **4. How to Delete Information Obtained by Blue Moon Learning**

A User may have his or her Device Information deleted by emailing a request to [legal@bluemoonlearning.com](mailto:legal@bluemoonlearning.com). This will result in the information being deleted.

### **5. How Information Is Secured**

Blue Moon Learning uses a variety of physical, technical, and procedural safeguards to guard against loss, misuse, and alteration of Personal Information and Device Information. For example, access to Personal Information is limited to Blue Moon Learning and contractor personnel who need the information for KidCalc; Blue Moon Learning uses and requires its contractors to use technical measures to guard against unauthorized access to this information. Blue Moon Learning cannot, however, guarantee the security of any information collected from the Websites or other correspondence including e-mail. Despite Blue Moon Learning's efforts to secure such information, it may be accessed, disclosed, altered, or destroyed by a breach of Blue Moon Learning's physical, technical, and procedural safeguards. Users use KidCalc and visitors go to the Websites at their own risk. If Blue Moon Learning learns that a User's Personal Information or Device Information has been disclosed to an unauthorized person, Blue Moon Learning will attempt to notify the User.

### **6. How Blue Moon Learning Uses Users' and Websites Visitors' Information.**

Blue Moon Learning may use Aggregate Data to analyze how Users use KidCalc to determine ways in which Blue Moon Learning can improve KidCalc and to consider offering new services to Users. Blue Moon Learning may also use information collected from the Websites to analyze traffic to the Websites to determine how to improve them. You acknowledge and agree that Blue Moon Learning may share Personal Information, Device Information, and information collected from the Websites with Blue Moon Learning's agents, corporate affiliates, or advisors who help Blue Moon Learning operate and improve its business. Blue Moon Learning also prohibits its agents, corporate affiliates, and advisors from using any information disclosed to them by Blue Moon Learning for purposes other than implementing Blue Moon Learning's instructions. Blue Moon Learning requires its agents, corporate affiliates, and advisors

to adhere to pertinent provisions of this Privacy Policy and the Safe Harbor Principles issued by the U.S. Department of Commerce, which are available at <http://export.gov/safeharbor/>.

## **7. Information Collected by Others**

This Privacy Policy addresses only the policy and procedures of Blue Moon Learning. Blue Moon Learning is not responsible for the privacy policies of third parties, including but not limited to those whose websites may be linked to Blue Moon Learning's Websites.

## **8. Enforcement**

If a User believes that his or her rights as described in this Privacy Policy have been violated by Blue Moon Learning, the User should email [legal@bluemoonlearning.com](mailto:legal@bluemoonlearning.com). Blue Moon Learning will attempt to resolve User complaints as quickly as possible.

## **9. Contact Us**

For more information about our Privacy Policy and practices, e-mail us at [legal@bluemoonlearning.com](mailto:legal@bluemoonlearning.com). By using KidCalc, the User acknowledges that he or she has read and accepted this Privacy Policy. If you do not accept this Privacy Policy, please do not use KidCalc or visit the Websites.

## **10. Bankruptcy, Merger or Acquisition**

In the event that Blue Moon Learning is acquired by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from our Users as part of such merger, acquisition, sale, or other change of control so that Blue Moon Learning can continue operations. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how Users' Personal Information and Device Information is treated, transferred, or used. Users will be notified via notice through Blue Moon Learning of any such change in ownership or control of their Personal Information and Device Information.

## **11. A Final Note to Parents**

The Internet offers a world of opportunity for children. Your guidance and involvement are essential to help ensure that children have a safe and rewarding online experience. We encourage you to visit the [GetNetWise.org](http://GetNetWise.org) site and look through the "Kids' Safety" section together. Your efforts to instill responsible information practices will help steer your children to age-appropriate sites and will go a long way toward ensuring that your children have safe, positive, and enriching experiences online.