

## **Island Life Kids Privacy Policy**

This privacy policy (this “**Privacy Policy**”) discloses the privacy practices of ISLAND LIFE ENTERTAINMENT LLC dba ISLAND LIFE KIDS (“**Island Life Kids**”, “**we**”, “**us**”, or “**our**”). Please read the following policy to learn about how Island Life Kids collects, processes, stores, and discloses your personal data if you visit or use the website at <https://www.islandlifekids.com> (the “**Website**”), or any other website, mobile application, online service, or portion of a site or service operated by Island Life Kids where this policy is posted. The Website and any other website, mobile application, online service, or portion of a site or service operated by Island Life Kids where this policy is posted, is collectively referred to herein as the “**Services**.”

**PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY ACCESSING OR USING THE SERVICES, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND TO ALL THE TERMS OF THIS PRIVACY POLICY AND OUR [TERMS OF USE](#). IF YOU DO NOT AGREE TO THIS PRIVACY POLICY OR OUR TERMS OF USE, DO NOT ACCESS OR USE THE SERVICES IN ANY MANNER.**

This Privacy Policy describes what information we collect about you when using or visiting the Website or Services, how such information is used and stored, when such information may be disclosed to third parties, how users, or parents and guardians can control the use and disclosure of information collected from themselves.

### **PERSONAL INFORMATION THAT WE COLLECT**

#### ***Information You Actively Provide***

You can use most of the Services without actively submitting any information, but some of the Services may allow you to provide personal information, such as the following:

- Your name, username, phone number, email address, mailing address, or other contact information.
- Financial information, including (but not limited to) credit card information.
- Your date of birth, gender, and interests.
- Geolocation data, such as GPS signals, device sensors, Wi-Fi access points, and cell tower IDs, where you have allowed access to that information from your mobile device.
- If you choose to post content or communicate with us or others on a public platform we host or through user support, we will collect the information you provide in those postings and communications.

#### ***Information Collected Automatically***

We automatically collect personal information when you access and use the Services, including:

Device and network identifiers such as IP address, mobile advertising ID, media access control (MAC) address, and identifiers associated with browser cookies, web beacons and similar technologies we deploy on the Services.

Internet or other electronic network activity information, such as your Internet service provider (ISP), browser type and operating system version, language settings, access times, pages viewed, the routes by which you access the Services, and your use of any hyperlinks available within the Services.

### ***Information From Third Parties***

We may collect personal information from third parties to supplement the information we collect from you directly. We do this so that we can show offers that are more relevant to your interests and to better understand our users.

### ***Personal Information We Derive***

We may derive information or draw inferences about you based on the information we, or our partners, collect. For example, we may make inferences about your location (e.g., country, state, and city) based on your IP address.

Please note that all the information we collect may be combined and used for the purposes described in the "How We Use Personal Information" section below.

## **HOW WE USE PERSONAL INFORMATION**

We collect and use personal information about you for the following purposes, including to:

- Provide, maintain, and improve the Services, as well as to develop new content and features;
- Perform our contractual obligations;
- Create, maintain, and service your account;
- Send notifications related to your account;
- Send newsletters, postcards, or messages to you;
- Enable you to participate in interactive features of the Services;
- Enable you to participate in sweepstakes, contests, or promotions;
- Respond to customer service requests;
- Conduct internal research and development;
- Analyze traffic and user activities on the Services, identify popular areas or features, and optimize and personalize the Services;
- Serve contextual advertising and limit the number of times you see an advertisement on the Services to the extent allowed by local law;
- Debug the Services to identify and repair errors;
- Process or fulfill orders and transactions; and
- Protect the rights and property of Island Life Kids and others, and comply with our legal obligations, including to detect, investigate, and prevent fraud and other illegal activities, and to enforce our agreements.

We process your personal information for the purposes described above on the basis of our legitimate interests (for example, website analytics and administration of our operations); to process transactions requested by you and meet our contractual obligations (for example, registering you for promotions or sending requested information to you); as necessary for compliance with a legal obligation; or on the basis of your consent, where applicable.

## **HOW WE MIGHT DISCLOSE PERSONAL INFORMATION**

Island Life Kids does not sell any personal information we collect. We also do not share any personal information we collect with any unrelated third parties other than as follows:

***With our Affiliates and Subsidiaries.*** We disclose personal information to our subsidiaries and affiliates, for the purposes described in the "How We Use Personal Information" section above.

***With our Service Providers.*** We may share personal information with unaffiliated companies or individuals we hire or work with that perform services on our behalf, including customer support, payment processors, or others who assist us in fulfilling orders or transactions, web hosting, information technology, and analytics services.

***With our Professional Advisors.*** We may share personal information with our legal, financial, insurance and other advisors in connection with the corporate transactions -- e.g. any purchase, sale, lease, merger, or any other type of acquisition, disposal, or financing involving Island Life Kids, its parent entity, or related brands -- or in connection with the management of our business and operations.

***With Law Enforcement Authorities and Individuals Involved in Legal Proceedings.*** We may share personal information when it is necessary for us to comply with applicable law or legal process, to respond to legal claims, or to protect the rights, property or personal safety of Island Life Kids, our users, employees, or the public.

***With Your Consent or At Your Direction.*** We may share personal information with third parties when you ask us to do so.

## **ADVERTISING AND ANALYTICS PROVIDED BY OTHERS**

### ***Cookies and Similar Technologies***

We and our advertising and analytics service providers use cookies, which are small text files that help store user preferences and activity, similar technologies such as web beacons, pixels, ad tags, and SDKs, which are blocks of code provided by our partners that may be installed in our mobile and online applications, to recognize you when you visit or use the Services, and to collect information such as the number of visits, which features, pages, or content are popular, and to measure your browsing activities. These technologies allow us to optimize the operation of our Services, including by allowing us to help ensure our Services are functioning properly, improve the Services, and to provide and measure contextual advertisements.

We may share identifiers such as cookies and the advertising identifier associated with your mobile device with our advertising partners, and those partners may use and share those identifiers to show ads that are targeted to your interests.

Your device may also include a feature that allows you to opt out of the use of information about your use of mobile apps for interest-based advertising purposes ("**Limit Ad Tracking**" on iOS devices or "**Opt Out of Personalized Ads**" on Android devices).

## **WEBSITES AND DATA COLLECTION OF THIRD PARTIES**

The Services may include links to other websites or services, such as to purchase online subscriptions, or purchase of a consumer or virtual good or service. Personal information collected on other sites and services is subject to the privacy policy and practices of the third party providing such website or service and not this Privacy Policy.

Similarly, we may give you the option to share with others on social media platforms, such as Instagram, Facebook or Twitter. When you share in this manner, the privacy practices of the social media platform control who has access to your information and how it is treated by the social media platform.

Please consult the privacy policies of any social media services or other third parties with which you share information in this manner to learn about the social media platform's data practices.

## **DATA RETENTION**

We will retain your personal information for as long as is necessary for the purposes set out in this Privacy Policy unless a longer period is required under applicable law, or is needed to resolve disputes or protect our legal rights or otherwise to comply with legal obligations.

Where we are processing personal information based on our legitimate interests, we generally will retain the data for a reasonable period of time based on the particular interest, taking into account the fundamental interests and the rights and freedoms of data subjects.

Where we are processing personal information based on your consent, we generally will retain the information for the period of time necessary to carry out the processing activities, to which you consented, subject to your right, under certain circumstances, to have certain of your personal data erased.

Where we are processing Personal Data based on contract, we generally will retain the information for the duration of the contract plus some additional limited period of time that is necessary to comply with law or that represents the statute of limitations for legal claims that could arise from the contractual relationship.

## **CHILDREN'S PRIVACY**

We recognize the need to provide privacy protections when it comes to children. As a result, we never collect or retain information from those we actually know are under the age of 16, and the Services are not designed to attract any users under the age of 16. The Services are only available to, and may only be accessed by, individuals who are 16 years or older. If you are under the age of 16, you may not use the Services or provide any information to Island Life Kids in any manner, including through the Website or the Services. By providing any information to Island Life Kids in any manner, you represent and warrant to Island Life Kids that: (a) you are at least 16 years old and (b) all personal information you submit is accurate and truthful.

## **YOUR RIGHTS AND CHOICES**

### ***Marketing Communications***

You may opt out of receiving promotional communications from us by following the instructions in those messages. If you opt out, we may still send you non-promotional communications, such as emails or SMS messages about your account or orders from us.

### ***Location Data***

When you use any of our mobile apps that collect precise location information, you may be asked to consent to the collection of this information. You can change your preferences at any time through the settings on your mobile device.

### ***ADA Accessibility Statement***

Island Life Kids is committed to ensuring that the Services are accessible. If you have any comments or suggestions as to how we can improve our Website or Services to make them more easily accessible, please email [taryn@islandlifekids.com](mailto:taryn@islandlifekids.com).

## **THE CALIFORNIA CONSUMER PRIVACY ACT OF 2018 (“CCPA”)**

Island Life Kids (1) does not have annual gross revenues in excess of twenty-five million dollars, (2) does not buy, receive, sell, or share for commercial purposes, alone or in combination, the personal information of 50,000 or more California consumers, households, or devices, and (3) does not derive fifty percent or more of its annual revenues from selling California consumers' personal information. As such, Island Life Kids and the Services are not subject to the California Consumer Privacy Act of 2018.

## **GDPR COMPLIANCE STATEMENT**

We adhere to the General Data Protection Regulation (GDPR). The GDPR expands the privacy rights granted to individuals located in the European Union, Iceland, Liechtenstein or Norway (collectively, the “EU”) and requires companies that collect and process personal data of these individuals to comply with certain privacy regulations. Personal data is any information related directly or indirectly to a natural person. The GDPR applies to companies that collect and process the personal data of individuals in the EU and have a presence in the EU (e.g. offices or

establishments), as well as companies that do not have any presence in the EU but target individuals in the EU (e.g. by offering goods or services to such individuals) or monitor the behavior of individuals in the EU. The GDPR is designed to strengthen the security and protection of personal data of individuals in the EU, as well as provide businesses with a structured framework on how to collect, process, use, and share such personal data.

If you are an individual in the EU, we will provide you with information about whether we hold any of your personal data upon a reasonable, good faith request, to the extent required by and in accordance with applicable law. In certain cases, you may also have a right, with respect to your personal data collected to:

- correct or update any of your personal data that is inaccurate;
- to restrict or limit the ways in which we use your personal data;
- to object to the processing of your personal data;
- to request the deletion of your personal data; and
- to obtain a copy of your personal data in an easily accessible format.

To submit a request, please send an email message to [taryn@islandlifekids.com](mailto:taryn@islandlifekids.com). Because we want to avoid taking action regarding your personal data at the direction of someone other than you, we may ask you for information verifying your identity. We will respond to your request within a reasonable timeframe.

You also have the right to withdraw your consent to our processing of your personal data, where our processing is solely based on your consent, subject to certain limitations at law. If you withdraw your consent to the use or sharing of your personal data for the purposes set out in this Privacy Policy, you may not have access to all (or any) of the Services, and we might not be able to provide you all (or any) related services. Please note that, in certain cases, we may continue to process your personal data after you have withdrawn consent and requested that we delete your personal data, if we have a legal basis to do so. For example, we may retain certain data if we need to do so to comply with an independent legal obligation, if we still need the data for the lawful purposes for which we obtained the data, or if it is necessary to do so to pursue our legitimate interest in keeping our services and operations safe and secure.

If you have any complaints regarding our privacy practices, you have the right to make a complaint with your national data protection authority (i.e., supervisory authority).

## **CHANGES TO THIS POLICY**

We will change this Privacy Policy from time to time. When we make changes, we will revise the date at the top of the policy and, in some cases, will notify you through the Services, such as via the Island Life Kids website, email, or other communication if required by law. YOUR CONTINUED USE OF THE SERVICES AFTER SUCH CHANGES HAVE BEEN POSTED CONSTITUTES ACCEPTANCE OF ALL SUCH CHANGES.

## **QUERIES**

If you have questions or comments regarding this Privacy Policy. Please contact Island Life Kids at:

**Island Life Kids**

PO Box 161223

Honolulu, Hawaii 96816

Email: [taryn@islandlifekids.com](mailto:taryn@islandlifekids.com)

**Effective as of January 1, 2023**