

This Privacy Notice was last updated on **August 20, 2020**.

Privacy Notice

KidLinks, Inc. (referred to herein as, “**KidLinks**”, “**we**”, “**us**” or “**our**”) values your trust, and we understand the importance of protecting your privacy. We want to make sure that you understand how your information is collected and used by KidLinks. This privacy notice (“**Privacy Notice**”) describes what information we collect about you, including how we collect it, how we use it, with whom we may share it, and what choices you have regarding our use of your information.

This Privacy Notice applies to information collected when you access or use the KidLinks website located at www.kidlinks.org (the “**Site**”) and any content, music, resources, materials, or services contained on or provided through the Site (collectively, the “**Online Services**”).

What Information Do We Collect?

KidLinks collects information that you provide directly to us when you contact us, subscribe to our newsletter, and donate to KidLinks through the Site, and information that we automatically collect about you when you access and use the Site and the Online Service. Such information includes information that identifies you as an individual or information which is reasonably linked or linkable to you as an individual (“**Personal Information**”).

Information You Provide Us. If you contact us, subscribe to our newsletter, or donate to KidLinks through the Site, we collect the requested information that you provide including your name, e-mail, phone number, address, and payment information.

Information Collected Automatically. We and our service providers also collect information automatically from you when you visit the Site and use the Online Services. Such information may include the following:

Usage information. We collect information about how you interact with the Site and Online Services. This includes information such as the dates and times that you visit the Site, the page you view, referring / exit URLs, and your browser type. In some cases, we collect this information through cookies and similar technologies. To learn more about these technologies, please see the **Cookies** section below.

Device Information. To manage the Site, we collect information about the devices you use to access the Site, including your device model, IP address, inferred geolocation information, operating system, and unique device identifiers.

Cookies. KidLinks and our third-party providers use “cookies,” small files that are sent to your web browser and stored on your computer's hard drive, to facilitate Site navigation and enhance your online experience. The cookies collect information about your use of Site and Online Services, such as the type of browser you use (such as Google Chrome or Internet Explorer), your home domain or Internet service provider, your referrer URL (which is the URL for the website that you were viewing prior to visiting the website), how you were directed to the Site, which specific pages you accessed, how long you view each page, the time and date you access the Site and anonymous traffic data.

If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a cookie (or cookies) from a website. However, setting your browser to reject cookies may, in certain instances, prevent you from taking full advantage of the Site or Online Services (or some portion thereof) and its capabilities, or cause some features of the Site to function improperly or more slowly. For more information about cookies, please refer to <http://www.allaboutcookies.org/manage-cookies/>.

Social Media Interfaces. If you elect to connect your social media account, such as Facebook or YouTube, with our Online Services, certain Personal Information from your social media account will be shared with us, which may include Personal Information that is part of your profile. In addition, if you use a “like” button or use other social media features while visiting our Site, those social media companies may collect information about you. Your interactions with social media companies and the use of their features are governed by their privacy policies.

Information Collected by Third Parties/Google Analytics. Some third parties, such as Google, may collect data about you when you visit our Site or use our Online Services. This may include information you submit (such as payment information when making a donation) or automatically-collected information (in the case of third-party analytics providers).

We use Google Analytics, which is provided by Google, Inc. It uses cookies and similar technologies to collect and analyze information about the use of our Site and Online Services and report on activities and trends. You can learn about Google’s practices by going to www.google.com/policies/privacy/partners/, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

How Do We Use the Information That We Collect?

KidLinks uses the information, including Personal Information, it collects about you for a variety of business purposes, including:

- to respond to your inquiries and communications with KidLinks;
- to provide you with the information, resources, and services you request;
- to provide, improve, and customize our Site, Online Services, Music Therapy, and Therapeutic Music Entertainment;
- to keep you informed and for marketing purposes;
- as you expressly authorize KidLinks;
- to provide technical support;
- for internal operations such as enhancing our resources and services, and to conduct research and analysis;
- for other business purposes such as performing data analytics, conducting fundraising campaigns, and furthering our mission;
- to assist in loss prevention and anti-fraud measures;

- to enforce our Terms of Use, and any other applicable terms and conditions and agreements; and
- to comply with applicable laws, regulations, and legal processes.

With Whom Do We Share Information That We Collect?

KidLinks does not sell your Personal Information. In furtherance of our mission, your Personal Information may be shared as follows:

- with third parties that provide services on our behalf (such as website hosting, processing donations, data analytics, email delivery,) or that assist KidLinks in providing you our programs and resources, including Music Therapy and Therapeutic Music Entertainment;
- with our partners such as healthcare providers, special care centers, and schools; if you were referred to KidLinks by one of our partners, we may also report back regarding your use of our Music Therapy, Therapeutic Music Entertainment, and other resources;
- to comply with law, a court order, or other legal process, or in connection with a legal investigation;
- when we believe in good faith that disclosure is necessary to protect the rights and interests of KidLinks;
- to enforce our Terms of Use, and any other applicable terms and conditions and other agreements;
- in the event of a corporate transaction, including a merger, acquisition, a sale of all or substantially all of our assets, or the merger of KidLinks into another entity or any consolidation, combination, reorganization, or like transaction in which KidLinks is not the survivor;
- in aggregated or other non-personally identifiable form;
- as you may request or authorize; and/or
- as otherwise permitted by law.

What Choices Do You Have?

When submitting information, corresponding, making requests, and otherwise interacting with KidLinks and its representatives, you generally choose what Personal Information you submit, whether you wish to receive further information, and how you may be contacted. Please take care to share only such information as is needed or that you believe is appropriate.

We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us or would like to update or change your contact information or preferences, please contact us as provided below in the **Contact Us** section. However, we may send you service-related announcements or announcements about changes in policies from time to time through the Site or by email. If you do not want to receive any marketing emails from us in the future, click the “unsubscribe” reference in any email we send you. Please allow us a reasonable period of time to satisfy your request.

How Do We Protect Information Collected About You?

KidLinks takes measures to implement reasonable physical, electronic, and administrative safeguards to help us protect your Personal Information from unauthorized access, use, and disclosure. However, no method of electronically transmitting or storing data is ever completely secure, and therefore, we cannot guarantee that your Personal Information will never be accessed, used, or disclosed in a manner that is inconsistent with this Privacy Notice.

Children

The Site and Online Services are intended for families. KidLinks does not knowingly collect any Personal Information from children under 16 years old through the Site without parental consent. However, if you believe that your child has submitted Personal Information to KidLinks without your consent and you would like such information restricted or removed, please contact us as provided below in the **Contact Us** section.

Jurisdiction and Transfers

The Site, our Online Services, and electronic communications are provided from within the United States and are subject to the applicable state and federal laws of the United States. If you use the Site or our Online Services from outside of the United States, please be aware that your Personal Information may be transferred to, stored or processed in the United States, where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country.

Links, Third Party Websites, and Social Media Platforms

Our Site and Online Services contain links to third party websites and social media platforms such as Facebook and YouTube ("**Linked Sites**"). We are not responsible for the privacy practices, policies, or content of any Linked Sites, even if you link to them from our Online Services or communications. This Privacy Notice does not apply to any Linked Sites. We have no control over the collection or use of your information on any Linked Site. We encourage you to read and understand the privacy practices of any Linked Sites that you visit.

Other Data Protection Rights

Subject to applicable data protection laws, you may have the right to access, update, and correct inaccuracies in your Personal Information in our records. Please send such requests via email as provided below in the **Contact Us** section. We may request certain Personal Information for the purposes of verifying your identity in order to respond to the request.

Do Not Track Requests

Certain state laws require that we indicate whether we honor "Do Not Track" settings in your browser. Some browsers have a "Do Not Track" feature that lets you tell websites that you do not want to have your online activities tracked. We do not, however, at this time respond to browser do-not-track signals. To find out more about "Do Not Track", you may wish to visit <http://www.allaboutdnt.com>.

Changes to Our Privacy Notice

We may change this Privacy Notice at any time and from time to time. The most recent version of this Privacy Notice is reflected by the version date located at the top of this Privacy Notice. All such updates and amendments are effective immediately upon notice thereof, which we may give by any means, including, but not limited to, by posting a revised version of this Privacy Notice or other notice on the Site.

How to Contact Us

If you have any questions or requests about the Site, Online Services, KidLinks, or our privacy practices, please contact us at info@kidlinks.org or (817) 268-0020.