

Kidz Memory Lane ("us", "we", or "our") operates the <https://kidzmemorylane.com> website and the Kidz Memory Lane mobile applications (together, or individually, the "Service"). This policy provides you with details on the information we collect from you and the uses we make of your personal information. If you do not want us accessing and/or using your personal information as described herein, please do not provide us with any. This policy may be updated from time to time without prior notice, so please check back periodically. If you continue to use or access the Service made available to you after such changes have been made, you hereby provide your consent to the changes.

We encourage you to read this privacy policy to learn more about what information of yours we might collect, how we use it, and how you can "opt-out" of certain communications and uses of your data. Additionally, this policy includes information about how we endeavour to protect your data. If you have any questions about our collection and use of your information, please contact us at vedanshapp@gmail.com

Information collection

Personally Identifiable Information ("PII") - We collect certain PII you voluntarily provide to us, such as, but not limited to, your email address when you register, email and information sent through support channels or photos and other content posted to our service. We do not collect any PII unless you voluntarily share that information with us. We may use this information to contact you for support and as otherwise permitted by this privacy policy. If you contact us, we may keep a record of that correspondence. You may also choose to, in a manner consistent with our Terms, share information about your children or other family members including the name, birthdate, gender, and other such information about those persons. By choosing to share your PII or the PII of your family members with other users of the Service (e.g. by inviting other family and friends to your memorylane(s)), you agree that they may view or otherwise access the PII that you share with them and acknowledge that we cannot control and/or be liable for how they may use that information.

Non-Personally Identifiable Information ("Non-PII") - We may also collect certain Non-PII provided by you or a device on your behalf (e.g. your browser, phone, tablet, etc). This information includes, but is not limited to, "clickstream data", your IP address, your operating system, browser type and your activity on our site or app. We also may collect mobile device information such as, but not limited to model, make, carrier, user ID and information about the service you use. This data is used to help us improve the site and apps and ensure their health. We may also automatically collect information to ensure your session remains logged in through the use of "cookies". Finally, Non-PII data can be collected through Log Data on our server or we may use third party tools to collect this information as well (e.g. Google Analytics). The tools we use are standard, vastly accepted tools that exist on almost all websites and apps. This helps ensure the proper support and security of them meets our high standard.

Information Usage

MOST IMPORTANTLY - We will NOT SELL, SHARE OR TRADE your personally identifiable information to any unrelated third parties, mass marketers or to other non-affiliated entities without your consent! Only the people you invite, will have access to view your memory lanes data.

We use your PII and Non-PII collected through our service for the purposes described in our privacy policy or elsewhere on our site and apps. For example, we may use information we collect:

- to provide our services or information you request, and to process and complete any transactions;
- respond to your emails, submissions, questions, comments, requests, and complaints and provide customer service;
- to monitor and analyse site usage and trends, and to personalize and improve our site and our users' experiences on our site, such as providing ads, content, or features that

match their profiles or interests, and to increase our site's functionality and user friendliness;

- to send you confirmations, updates, security alerts, and support and administrative messages and otherwise facilitate your use of, and our administration and operation of, our site;
- to provide our services or information you request, and to process and complete any transactions; and
- For any other purpose for which the information was collected.

You may have certain rights under the Communications Act, Federal Trade Commission Act, and other state and federal statutes that may apply, and by accepting these terms and using the Service, you are waiving all of these rights as to collection, use, disclosure and storage of your PII and Non-PII collected by us.

Cookies

A "cookie" is a small amount of data sent to your browser from a web server and stored by your computer. We, our business partners and advertisers may use cookies (or clear gifs, web beacons or similar devices, including devices that function in the mobile environment) to collect information from users for purposes such as tracking Service visits and to measure visitor patterns.

This information is not personally identifiable and is used only to improve the Service and enhance your experience. Cookies are not used to retrieve PII from your computer or device, or to retrieve other information from your computer or device for purposes that are unrelated to the Service or your interaction with the Service. We reserve the right to disclose or utilize any of this information in aggregate form, for any purpose, in our sole judgment. Third party advertisers that serve ads on the Service may also use their own cookies.

You may stop or restrict the placement of cookies on your computer or remove them from your browser by adjusting your web browser preferences. Note that this may cause some features of the Service to work incorrectly. Please note that cookie-based opt-outs are not effective on mobile applications. However, on many mobile devices, applications users may opt out of certain mobile tracking activities via their device settings.

Service Providers and Third Parties

We may employ third party companies and individuals to facilitate our Service (e.g. send email), to provide the Service on our behalf, to perform Service-related services and/or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Information only to perform specific tasks on our behalf and are obligated not to disclose or use your information for any other purpose.

Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

Compliance with Laws

We will disclose your Personal Information where required to do so by law or subpoena or if we believe that such action is necessary to comply with the law and the reasonable requests of law enforcement or to protect the security or integrity of our Service.

Service Availability

We acknowledge we might not necessarily be able to operate this forever, and should some unforeseen circumstances arise the involvement of a merger or acquisition might be in the best interest of the business and/or users. Therefore, if Kidz Memory Lane is involved in a merger or acquisition, your Personal Information may be transferred as a business asset. In such cases, we will provide notice before your Personal Information is transferred and/or becomes subject to a different Privacy Policy.

Security

The security of your Personal Information is important to us, and we strive to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure.

However, please be aware that no method of transmission over the internet, or method of electronic storage is 100% secure and we are unable to guarantee the absolute security of the Personal Information we have collected from you.

Links To third party services and social media platforms

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Information related to children

Our Service is designed for those 18 years of age and older. This Service is not intended for, and we do not knowingly collect information from anyone under the age of 18. If we are made aware that we have received such information, or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

Policy modification

This Privacy Policy was updated on May 29 2018. We encourage you to periodically review the Service for the latest information on our privacy practices.

Terms and Conditions

Use of this Service is governed by, and subject to, the legal notices contained at the Terms and Conditions available at <https://kidzmemorylane.com/terms/>. Your use, or access, of the Service constitutes your agreement to be bound by these provisions.

Opt out

You may request that we delete your PII by emailing your request to support@kidzmemorylane.com and we will process your request right away. Additionally, you can delete your memory lane and account at any time. We do our best to honour "do not track" signals or similar mechanisms transmitted by web browsers.

Questions?

Please feel free to contact us at vedanshapp@gmail.com if you have any questions about our privacy policy.