

# Niños Sanos, Seguros & Felices

## Privacy Policy

EFFECTIVE DATE: July 20224

Niños Sanos, Seguros & Felices (“**NSSF**”, “**we**” or “**us**”) values your privacy. NSSF offers a suite of parental coaching services, aimed at strengthening parental-child relationships, as well as an e-commerce store for sales of related merchandise.

In this Privacy Policy (“**Policy**”), we describe how we collect, use, and disclose information that we obtain about users of our website, [www.ninossanosyseguros.com](http://www.ninossanosyseguros.com) (the “**Site**”), and the services available through our Site (“**Services**”). By visiting the Site or otherwise using our Services, you agree that your information will be handled as described in this Policy. Your use of our Services, and any dispute over privacy, is subject to this Policy and our Terms of Service including its applicable limitations on damages and the resolution of disputes. Our Terms of Service are incorporated by reference into this Policy.

This Privacy Policy contains:

- Collection of Information
- Use of Information
- Disclosure of Information
- Analytics and Tracking
- Third-Party Sites and Services
- Security
- Your Choices
- Children
- Changes to this Policy
- Contact Us

### Collection of Information

We collect information directly from you, from non-affiliated entities, and by automated means as set out below. The type of information that we collect from you depends on your particular interaction with our Services or with our Site, but generally includes the below information.

***Purchase History.*** When you make purchases, we collect information about your purchase history.

***Payments and Purchases.*** When you make a purchase or payment through the Services, we collect purchase and payment information in order to process your payment, such as your credit card number and applicable shipping and billing address. We also maintain records about items that you view or add to your cart.

***Communications.*** We maintain records related to user support and customer service related requests, including the nature of the request, name and contact information of the requestor, and information related to the resolution of the request.

**Usage Data.** We automatically collect information such as the following about your use of our Services through cookies, web beacons, log files and other methods: IP address, browser type, device type, domain name, the website that led you to our Services, the website to which you go after leaving our Services, the dates and times you access our Services and perform certain activities; device name and model; operating system type, name, and version; the length of time that you are using our Services, and the links you click and your other activities within the Services (“**Usage Data**”). We may combine Usage Data with other information that we have collected about you, including your personal information. Please see the section “*Analytics and Tracking*” below for more information.

## **Use of Information**

We use your information, including personal information, for the following purposes:

***Providing and Improving Our Services.*** To provide and maintain our Services; to improve our Services; to develop new features or services; to process your donations or transactions; to perform technical operations, such as updating software; and for other customer service and support purposes.

***Communications.*** To communicate with you about your use of our Services, including to send you updates; to respond to your inquiries; to provide you with news and newsletters, marketing, and other information we think may interest you; and for other informational purposes. Please see the Your Choices section for more information about how to change your communications preferences.

***Personalizing Content.*** We may use the information we collect about you to personalize the information and content we display to you, including promotional content.

***Research and Analytics.*** To better understand how users access and use our Services, and for other research and analytical purposes, such as to evaluate and improve our services and operations and to develop additional products, services and features.

***Protecting Rights and Interests.*** To protect the safety, rights, property, or security of NSSF, the Services, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity that we consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Policy or our Terms of Service.

***Legal Compliance.*** To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; to respond to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.

***General Operations.*** Where appropriate for the administration of our general accounting, recordkeeping and legal functions. As part of our routine administration, such as employee training, compliance, auditing and similar internal activities.

## **Disclosure of Information**

In general, we may share your information, including personal information, as follows:

**Vendors.** We may disclose the information we collect from you to vendors who perform functions on our behalf, including, for example, payment processors to complete your transactions.

**General business and operational support.** To consider and implement mergers, acquisitions, reorganizations, bankruptcies, and other business transactions, and related to the administration of our general business, accounting, auditing, compliance, recordkeeping, and legal functions.

**Protecting Rights and Interests.** We may disclose your information to protect the safety, rights, property, or security of NSSF, the Services, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity which we, in our sole discretion, may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Policy or Terms of Service.

**Legal Compliance.** We may disclose your information to comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; in response to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a government official.

**Aggregate and Non-Identifiable Information.** We may share aggregate or non-identifiable information about users with third parties for research, compliance, or other purposes.

### **Analytics and Tracking**

We and our third-party vendors use cookies, pixels, java script, and other tracking mechanisms to track information about your use of our Site. We may combine this information with other personal information we collect from you (and our third-party vendors may do so on our behalf).

**Cookies.** Cookies are alphanumeric identifiers that we transfer to your device's hard drive through the Services for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services, while others allow us to track your activities in our Services. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie or how to disable cookies altogether.

**Clear GIFs, pixel tags and other technologies.** Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Site to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our third-party vendors also use clear GIFs in HTML emails to our customers, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

**Third Party Analytics.** We may use non-affiliated analytics companies, for example Google Analytics (see privacy policy and opt-out), to evaluate use of our Services. We use these tools to help us understand use of, and to improve, our Services, performance, ad campaigns, and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services.

***Do-Not-Track.*** Currently, our systems do not recognize browser “do-not-track” requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies).

### **Third-Party Sites and Services**

Our Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

### **Security**

We have implemented safeguards to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee 100% security. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared device.

### **Your Choices**

We may send periodic promotional emails to you. You may opt out of such communications by following the opt-out instructions contained in the email or emailing us at [info@ninossanosyseguros.com](mailto:info@ninossanosyseguros.com). Please note that it may take up to ten (10) business days for us to process opt out requests. If you opt out of receiving promotional emails about recommendations or other information we think may interest you, we may still send you emails about your account or any Services you have requested or received from us.

### **Children**

Our Services are not designed for children under 13, and we do not intentionally collect information on our Apps from those we actually know are under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

### **Changes to this Policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change, such as via email or prominent notice on the Site.

### **Contact Us**

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at [info@ninossanosyseguros.com](mailto:info@ninossanosyseguros.com).