

Privacy Notice

Our Privacy Policy governs how we collect and manage the information that we learn about you when you visit our Web site including any "Personal Information" that you voluntarily disclose to us when you visit our Web site. Personal Information refers to information that is specific to you and by which you are easily identified, such as your name, mailing address and email address. You can access and browse the Playful Life Web site (the "Site") without disclosing your Personal Information. When you are just browsing the Site, we do not collect, capture, or retain your Personal Information. Nor do we share your personal information with third parties, other than those parties who help us to operate our Web site and conduct our business, and who are contractually obligated to maintain the confidentiality of your Personal Information. We may release your Personal Information when we are required to do so in order to comply with legal process, enforce our Web site Terms of Access and Use or protect our property, rights or safety or that of others.

Please note that from time to time we may review and modify our Privacy Policy. As your visits to the Site will be subject to the Privacy Policy in effect at the time of your visit, please review this Privacy Policy regularly to ensure that you are aware of any modifications.

Collection of Information

Anonymous Information

In order to improve the Site and help us provide better customer service, we may collect certain anonymous information regarding visits to the Site. For example, we may keep track of the pages of the Site that were visited and the order in which they were visited, the domains from which the Site was accessed and the linked sites that were visited from our Site. To do so, we only collect information that is automatically recognizable by our servers but not personally identifiable, namely, IP address, domain name, type of browser and operating system used (if available). If your Internet Service Provider dynamically assigns your IP address, we may also be able to determine, in a general sense, the location of your point of connectivity.

We may also use "cookies" or similar devices to track your activity on our Site. A cookie is a small amount of data that is transferred to your browser by a Web server and that can only be read by that Web server. A cookie acts as your identification card and allows the Web server to determine the type of content and Web sites that you visit, the length of time you spend on different pages or areas of a Web site and the purchases that you make. We will not use this information to identify you personally. Although most browsers are initially set to accept cookies, it may be possible to set your browser to notify you when you receive a cookie and provide you with the opportunity to decide whether or not to accept it. Information concerning how to manage cookies should be available in your browser's Help files.

We use this information at an aggregate level to monitor traffic to the Site and to help us recognize trends and patterns.

Personal Information

In order for you to register for our mailing list or order products, we require that you provide Personal Information. We collect only the information necessary to process your credit card payment and fulfill your requests. You acknowledge and agree that we may use and store information about you in accordance with our Privacy Policy. We may also process and store your Personal Information on a server located outside of your jurisdiction. By providing your Personal Information to us, you consent to the transfer of your information across national boundaries. If you do not consent to such transfer as well as the processing and storage of your Personal Information outside your jurisdiction, you should not provide Personal Information to us.

We collect your:

- Name
- Mailing and billing address
- E-mail address
- Phone number
- Credit card number and expiration date

We use 128-bit SSL encryption to securely and automatically accept, process and manage online payments as well as to collect and store the Personal Information you provide to us. When you order products or provide us with information, you will be transferred to a secure server where this information is stored and managed. All of the Personal Information you provide is encrypted before it is sent to us.

We want to help you quickly find information about Playful Life and alert you to specific offers, updated information, and other new products and services from Playful Life. Accordingly, we may send you direct mailings about our various products and services or other products and services we feel may be of interest to you. If you do not want to receive such mailings, simply "opt-out" by the means provided for in the mailings or by contacting info@PlayfulLife.org.

Children.

Playful Life, LLC will never knowingly collect personal information from anyone under the age of 13 without first obtaining verifiable parental consent. If it comes to our attention that a customer under the age of 13 has provided personal information to us, we will remove all such information from our files. However, we may still maintain a record of that person's name and address in a "do not register" file in order to avoid a subsequent registration.

Linked Sites.

This Site may contain links to other Web sites that are maintained by third parties. Playful Life, LLC is not responsible for the privacy practices or content of such third party Web sites. You should review the privacy policies and terms of use of such Web sites before visiting them.

For Additional Information.

Playful Life, LLC maintains its Web site from its headquarters. If you have questions regarding our Privacy Policy or believe that our Privacy Policy has not been complied with with respect to your Personal Information, please contact us as at info@PlayfulLife.org.

To inspect, change or modify your personal information:

Upon request, Playful Life, LLC will provide you with a readable copy of your personal information, although we may require proof of your identity before doing so. We will also modify the information that you have provided to us. To make such a request, contact us at info@Playfullife.org.

Last Updated: November 23, 2009