

# C+R Research Privacy Policy for Sites Involving Children Under 13

Last Updated 01/11/2021

## Scope

This Privacy Policy applies to our site <https://kidzeyes.com> and to sites and applications where this privacy policy is posted. This Policy describes how we treat personal information on the website by interacting with us, you consent to these practices.

## Our privacy practices and children

Parents can review their children's information by contacting us at [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com). You may also request that we no longer collect information from your child or have your child's information deleted at [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com).

## We collect information from and about you and children under 13.

We collect parent or guardian contact information. Children under 13 cannot participate in our program without your consent. If they attempt to register, we ask them only to provide their first name and your email address for the purposes of soliciting your permission for your child's participation in the KidzEyes® research program.

In addition, we collect from you, your name, mailing address and last 4 digits of your social security number. This information is used to validate that you are in fact the person claimed to be in the information you are providing and can provide consent for your child's participation.

We collect demographic information, like the gender and age of the adults and children in your household. We collect this as part of the registration process to help us determine the most fitting research projects for your children.

We collect information you submit or post. Only after we've gained your consent to do so, we collect information you or your kids submit to us as part of a survey, online discussion, or other research project, post on our sites, or communicate to us in other ways. We may also collect photos or videos from your child. We also collect information if you or your child contacts us.

## We collect information in different ways.

We collect information directly. Only after gaining your consent to do so, we collect information if you create an account for you and your child with us or when you or your child takes part in a research project. We collect information if you or your child fills out a survey or participates in an online discussion or other research project. We also collect information if you or your child contacts us.

We collect information passively. We use tracking tools like browser cookies to collect information from you. We collect personal information about users over time when you use this Web site or app.

We get information about parents and guardians from third parties. For example, our business partners may share information about you with us. Social media platforms may also give us information.

### **We use information as disclosed and described here.**

Unless permitted by law, we use children's information only after getting parental consent. For example, if we are only going to use the information one time to respond to a direct request, or if we are using information obtained from a child to get parental consent. We also use children's information as described in any request for parental consent. For example, we obtain your consent to use your child's information to identify projects he or she may qualify for and to send invitations to take part in them directly to your child.

We use a parent's or guardian's email addresses to notify parents or guardians that their children have attempted to register on our site, or to communicate about your child's account. We use the parent's or guardian's email address to inform you about available surveys, or other research opportunities sponsored by C+R Research as well as contact you to tell you about new features on our site.

We use information from you and your child for our market research purposes. For example, we use information from you and your child to produce reports about the research that our clients commission from us. This includes reports about issues relating to their business and interests. We may share children's information with our clients through reports we prepare for them, or with prospective clients and others through conference presentations. For example, we might use a photo or video of your child collected as part of a research project in a report.

We use children's and adult's information to improve our products and services. We may use information to make our website and products better. We might use information to customize you or your child's experience with us.

We use children's and adult's information for security purposes. We may use your information to protect our company, our customers, and our websites.

We use children's and adult's information as otherwise disclosed or permitted by law.

### **We may share information with third parties.**

We will share information with third parties who perform services on our behalf. For example, we share information with companies who help us send emails or operate our sites.

If you or your child uses our website, we use Google Analytics to collect information about the browser you're using, your IP address, or how long you stayed on our site, or the site that referred you to our website. Google Analytics privacy policy can be found at <https://policies.google.com/privacy>

We share information with companies that administer surveys or handle mailings for us. We will also share children's information with vendors who help us run our site and fulfill prizes. Our web site is not designed to allow children to make their personal information publicly available.

We share an adult's information with our business partners. For example, with third parties who conduct research using our panel members. These partners may send adults information about products and services by mail or email.

We will share information to comply with the law or to protect ourselves. For example, we will share information to respond to a court order or subpoena.

We will share information with any successor to all or part of our business. For example, if part of our business is sold, we may include your information and your child's as part of that transaction.

We will share information with other entities that C+R Research manages, controls, or owns, either wholly or in part.

### **You have certain choices about sharing practices.**

You can stop receiving our emails by closing your account or your child's account with us at any time. Once your child's account has been closed, you and the child won't receive further communications from us relating to that child. If you have given other children in your household permission to join our KidzEyes® research panel, you and those children will continue to receive communications for us as long as their accounts are active.

You can control cookies and tracking tools. Your browser may give you the ability to control cookies. How you do so depends on your browser and the type of cookie. Certain browsers can be set to reject browser cookies. We use flash cookies on certain websites from time to time. You can go to [https://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html) to learn how to control flash cookies, which cannot be controlled through your browser settings. If you block cookies, certain features on our sites and apps may not work.

You can control the information your mobile devices communicate to us. For example, you can turn off the GPS location function or control push notifications through your device settings.

### **We protect your data**

The security, integrity, and confidentiality of your information are extremely important to us. We have implemented technical, administrative, and physical security measures that are designed to protect guest information from unauthorized access, disclosure, use, and modification. We regularly review our security procedures to consider appropriate new technology and methods. Despite our best efforts, no security measures are perfect or impenetrable.

We encourage you to use caution when using the Internet. This includes not sharing your passwords.

Parents, you can take steps to protect your kids too. To learn more about how to protect your child online, read the helpful information provided by the FTC at <https://www.consumer.ftc.gov/features/feature-0038-onguardonline>. Please also read <https://www.consumer.ftc.gov/articles/0031-protecting-your-childs-privacy-online>.

## **Your Rights**

You have the following rights in relation to your personal data:

- The right to access your personal data;
- The right to request the rectification and/or erasure of your personal data;
- The right to restrict the use of your personal data;
- The right to object to the processing of your personal data;
- The right to receive your personal data, which you provided to us, in a structured, commonly used and machine-readable format or to require us to transmit that data to another controller;
- The right to withdraw your consent to the processing at any time.

If you wish to exercise any of the rights set out above, please contact us at [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com) .

Please know that you may be required to submit proof of your identity for these requests to be processed. We may not be able to comply with your request if we are unable to confirm your identity or to connect the information you submit in your request with personal information in our possession.

## **We store information in the United States.**

Information we collect is stored in the United States. If you live outside of the United States, you understand and agree that we may transfer your information to the United States. This site is subject to U.S. laws, which may not afford the same level of protection as those in your country.

## **We may link to other sites or have third party services on our site we don't control.**

If you click on a link to a third-party site, you will be taken to websites we do not control. This includes social media sites. This policy does not apply to the privacy practices of these websites. Read the privacy policy of other websites and insurance carriers carefully. We are not responsible for these third-party practices.

## **Feel free to contact us if you have more questions.**

If you have any questions about this Policy, please email us at [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com).

You can also write to us or call at:

KidzEyes  
150 North Michigan Ave., Suite 3400  
Chicago, IL 60601

Phone: 312-828-9200

You can correct or update your information or your child's information by logging in to your account at <https://www.kidzeyes.com>.

If you have any questions about this Policy or need help to correct or update your information, please email us at [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com).

## **Cookie Policy**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

### Our Cookies

We use our cookies for purely functional purposes.

### Google's Cookies

We use Google Analytics Cookies to better understand how you use our site and to prevent fraud.

### Opting out:

You can opt out of Google Analytics cookies by installing the Google Analytics Opt-Out Browser add-on <https://support.google.com/analytics/answer/181881?hl=en> .

## **We may update this Policy.**

From time to time we may change our privacy policies. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our website. Please check our site periodically for updates.

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