

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

Effective Date 5/11/2015 (last updated [1/25/2018])

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## This Privacy Policy applies to our site Kidzeyes.com.

This Policy describes how we treat personal information on the website by interacting with us, you consent to these practices.

This Policy does not apply to C+R Research's practices on other websites and apps. This includes those websites and apps designed for adults. For example, this Policy does not apply to [www.crrresearch.com](http://www.crrresearch.com).

[To download a full copy of this Privacy Policy, click [here](#).]

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## 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. To do so, contact us at the email address or phone number below.

KidzEyes.com – 1-800-543-9393

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## PRIVO-Cert™ Safe Harbor Certification Program.

C+R Research is a Member of the PRIVO-Cert™ Safe Harbor Certification Program ("the Program"). As a participating member in the Program, C+R Research adheres to the strict information collection, use and disclosure requirements set forth by the Program. PRIVO is an independent, third-party organization committed to safeguarding children's personal information collected online. PRIVO aims to help parents and their children exercise control over personal information while exploring the Internet. The PRIVO certification seal posted on this page indicates that C+R Research has established COPPA compliant privacy practices and has agreed to submit to PRIVO's oversight and consumer dispute resolution process. If you have questions or concerns about our privacy practices, please contact us at 1-800-543-9393 or [privacy@kidzeyes.com](mailto:privacy@kidzeyes.com). If you have further concerns after you have contacted us, you can contact PRIVO directly at [privacy@privo.com](mailto:privacy@privo.com).



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## 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 make an 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** We collect information like the gender and age of the adults and children in your household. We collect this as part of the registration process in order 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.

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 **We collect information in different ways.**

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**We collect information directly.** Only after gaining your consent to do so, we collect information if you or your child creates an account 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 and web beacons 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.

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

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**How we use children's information.** Unless permitted by law, we use children's information only after getting parental consent. In some circumstances we may not request 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.

**How we use parent and guardian information.** We use email addresses to notify parents or guardians that their children have attempted to register on our site. We may also use your email address to communicate about your child's account. We may use your information to tell you about new features on our site. We may use your contact information to tell you about surveys or other online panels managed by C+R Research that we believe you may be interested in. We may contact you about this Policy or our website Terms.

**We use information from you or your child to respond to requests or questions.** For example, we might use your contact information to respond to feedback or questions from you or your child. We may use information to contact you about your or your child's account. We may also contact you about changes to this Policy or our Terms of Use.

**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 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.**

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**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. If you're interested in reading the Google Analytics privacy policy: [Click Here](#) We might look at what site you or your child came from.

We also 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 may share adult's information with our business partners.** For example, we might share information 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 if we think we have to in order to comply with the law or to protect ourselves.** For example, we will share information to respond to a court order or subpoena. We may share information if a government agency or investigatory body requests it. We might share information when we are investigating potential fraud.

**We may 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.**

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**You can stop receiving our emails.** You have the choice to close 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 from 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 may use flash cookies on certain websites from time to time. Go [here](#) 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.

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 **We use standard security measures.**

The Internet is not 100% secure. We cannot promise that your use of our sites will be completely safe. We encourage you to use caution when using the Internet. This includes not sharing your passwords. We keep personal information as long as it is necessary or relevant for the practices described in this Policy. We also keep information as otherwise required by law.

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](#). Please also read [this bulletin](#).

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 **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.

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 **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.

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 **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  
500 North Michigan Ave., Suite 1100  
Chicago, IL 60611  
Phone: 1-800-KIDZEYES (1-800-543-9393)

You can correct or update your information or your child's information by logging in to your account [here](#).

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).

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 **We may update this Policy.**

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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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