

Privacy Policy

This Privacy Policy was last revised on October 29, 2018.

KidKraft, Inc. (hereinafter referred to as “KidKraft”) offers a range of products and services on its website www.KidKraft.com. This Privacy Policy gives you an overview of how we process your data on our website. It applies to all services offered by KidKraft to our customers.

This Privacy Policy also describes the choices available to you regarding our use of your information and how you can access and update this information. By using our website you are accepting the practices set out in this privacy policy.

This Privacy Policy may change from time to time, so please review it frequently. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy page and any other prominent places we deem appropriate so that you are aware of any changes to what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this policy, we will provide prior notification on our Site, or by other means, such as e-mail. As permitted by applicable law, your continued use of any portion of our Site following posting of the updated Privacy Policy will constitute your acceptance of the changes.

1. Who is responsible for the processing of your data?

KidKraft, Inc. whose address is 4630 Olin Road, Dallas, Texas 75244, is responsible for processing your data. Where we refer below to “KidKraft”, “we” or “us”, we mean KidKraft, Inc.

When you access our services, you transfer your personal data to the United States of America for which the European Union Commission has not yet issued an unlimited adequacy decision.

2. The legal basis for our processing of your personal data

The legal basis for our processing of your personal data in connection with our services is Art. 6.1(b) EU GDPR, which allows processing of personal data as necessary for the performance of a contract. When you access our Services, you form a contract with us and we need to process your personal data to respond to your requests, ship products to you and satisfy our obligations with respect to the other purposes listed in our Privacy Policy.

The following exceptions apply:

We rely on Art. 6.1 (a) GDPR (your consent) with respect to cookies, processing of usage data (logfiles) for improvement of our website and analyses and processing of data posted by you on our website. With respect to direct marketing emails we rely on Art. 6.1(f) GDPR (legitimate interests). With respect to situations where we must process your personal data to comply with applicable laws we rely on Art. 6.1(c) (as a U.S.-based company, we are subject to U.S. laws and must comply, just like EEA-based companies have to comply with EEA laws).

3. We process your data when you order a product or a service on our website

When you order a product or service on our website, we collect the following personal information about you: name, mailing address, email address, phone number, other billing information and a password in case you register to our services and create an account. Hereinafter we will refer to this these data as “personal information”.

We use your personal information for the following purposes:

Transactional purposes

We use your personal information to process your order, to confirm your order, to establish and manage your customer account, to enable you to access your account, to respond to your enquiries, to provide products and services you request, to process and collect payments, to refund, to provide customer support, to administer your participation in special events, programs, surveys, contests, sweepstakes and other offers or promotion and to enable you to interact with KidKraft through our message boards, blogs and social media.

Improving services and business analyses

We use your personal information for improving services and business analyses, more specifically to evaluate and improve our business, to develop new products and services, to analyze the effectiveness of products, services and our website, to perform data analyses, including market and consumer search, trend analysis, demographic analysis and financial analysis. We use your data for improving services and business analyses unless you have notified us that you object.

Marketing and sales activities

We use your personal information to communicate about special events, programs, surveys, contests, sweepstakes and other offers or promotions, to tailor our offerings to your personal interests and the manner in which you interact with us, unless you have notified us that you object.

In accordance with applicable law, we may contact you by telephone, text message (including to any wireless number you may provide to us), or e-mail, solely in connection with our services.

If you would rather not receive telephone calls or text messages from us, you may change or delete your number from your account preferences page(s) or ask to be removed from our contact list by contacting us as detailed below, making the request during any telephone call, or sending "STOP" to any text message received from us.

If you would rather not receive promotional e-mails from us, please see the section below labelled "opt-out of our e-mail communications". Please note that even if you opt-out of receiving marketing communications from us, we may need to send you certain service-related communications relating to KidKraft goods and services, such as product recall information.

To comply with legal recommendations, applicable legal requirements and our policies and practices.

We may also use information in other ways for which we provide notice at the time of collection to the extent required by law or this notice.

4. We process your data when you use our website

When you use our website we collect the following usage data from you: IP addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, number of clicks and information on how you interact with our site and services. To do this we use logfiles, cookies, beacons, tags and scripts.

Cookies are very small files placed on your computer, and they allow us to count the number of visitors to our website and distinguish repeat visitors from new visitors. They also allow us to store passwords and user preferences and to track user trends. We rely on cookies for the proper operation of our website; therefore if your browser is set to reject all cookies, the website will not function properly. Users who refuse cookies assume all responsibility for any resulting loss of functionality.

Web beacons (also known as “clear gifs” and “pixel tags”) are small transparent graphic images that are often used in conjunction with cookies in order to further personalize our Site for our users and to collect a limited set of information about our visitors. We also use web beacons in e-mail communications in order to understand the behavior of our customers, including whether the e-mail was opened and what links (if any) were clicked.

We use and authorize third parties to use third party cookies tags and similar technologies on our website to provide you advertising that may be of interest to you. We will only do this if you give us your consent. Please note that even if you do not give your consent, you may continue to receive advertisements, they just will not be tailored to your interests.

Our website also includes social media features, such as the widgets, or interactive mini-programs that run on our website. These features may collect your IP address, which page you are visiting on our website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our website.

Cookies and Web beacons will herein after collectively be referred to as “cookies”.

Before a cookie is sent, we will notify you via our websites about the type of cookies we use and the options available to you in this regard. Our Site is not currently configured to honor “Do Not Track” signals from web browsers.

We use your usage data for the following purposes:

Services, fraud prevention

We use your usage data to administer the website and to prevent fraud.

Improvement of our website and business analyses

We use your usage data to analyze trends, to track visitor movement in the aggregate, to gather demographic information about our user base as a whole. We will do this only if you have indicated that you accept cookies. Logfiles will only be used for improvement of our website and for analyses if you have given your consent.

Links to or access from other sites

You may be able to access your account or content of your account from third party sites, such as social networking sites, by way of various applications. The privacy policies and practices of such sites in connection with information you disclose on such sites may differ from the practices of KidKraft as set forth in this privacy policy, and you should review their policies and practices to ensure that the privacy of the information you submit on their site does not conflict with and is consistent with how you wish your information to be treated.

When you visit such sites they may also place their own cookies or other files on your computer, collect data or solicit personally identifiable information from you. We are not responsible for the privacy policies or practices or the content of any other websites that may provide access to, or be linked to or from, this site, including that of any social networking sites and third-party advertisers whose offerings require you to navigate away from our website.

5. We process your data when you participate in online surveys

We periodically conduct voluntary surveys. We encourage our visitors to participate in such surveys because they provide us with important information regarding the improvement of our site or services. You may also volunteer for certain surveys that we may offer to our users, and any additional rules regarding the conduct of such surveys will be disclosed to you prior to your participation. Your responses to any of our questions about

you will be kept strictly confidential. We do not link the survey responses to any personally identifiable information, and all responses are anonymous.

6. We process your data when you participate in discussion boards, our message boards, blogs and social media

We participate in discussion boards, such as blogspot.com. Any personally identifiable information that is disclosed in these areas becomes public information and you should exercise caution, particularly with respect to you posting about children, when deciding to disclose any personally identifiable information. Please consult the community guidelines for each discussion board when posting comments on them.

For interactive content and services such as the KidKraft Blog, where you may choose to have a public profile, we may display your personally identifiable information to other community members and visitors. You may choose to provide us with your photo(s) or video(s) and by providing us such content, you agree that we may make them available to users of KidKraft's Site or KidKraft's blog, including without limitation, if you are selected as the winner of any promotion.

Except as otherwise stated in this privacy policy, we do not disclose your personal data to other users of our site or services. If you are concerned that your personal data is incorrect, please contact as detailed below.

7. Disclosure Of Your Information To Third Parties

We only share your information with third parties in the ways defined in this privacy policy.

Disclosure by law

You acknowledge and agree that we may disclose information you provide if required to do so by law, at the request of a third party, or if we, in our sole discretion, believe that disclosure is reasonable to (1) comply with the law, requests or orders from law enforcement, or any legal process, such as a subpoena (whether or not such disclosure is required by applicable law); (2) protect or defend our, or a third party's, rights or property; or (3) protect someone's health or safety, such as when harm or violence against any person (including you) is threatened.

Disclosure to trusted third parties by us

We share your personal information and usage data with service providers that are associated with us to perform functions on our behalf (processors). For example, outsourced EDI (electronic data interchange) representatives may need access to your information to perform Services for you. Your information will be treated as private and confidential by such service providers and not used for any other purpose than we authorize.

In addition, from time to time, we share personally identifiable information (such as e-mail or mailing address) about our user base with carefully selected third parties, so they can offer goods and services that we believe may be of interest to our users. We will only do this if you have given your consent.

Disclosure to trusted third parties at your request

When visiting our Site, we provide you with advertisements, promotions, sweepstakes and offers from third party providers. You can recognize these offers by the mention "(Exclusively) sold at ...".

If you choose to accept any such offers, you may either (depending on the situation) directly provide your information in connection with the offer to such third-party provider, or we will provide your information, including billing information, to the third party provider by pre-populating the offer registration forms. Your information will not be transferred until you actually accept the offer.

You may opt-out of the offer at any time up until this point. Please refer to the third-party provider's own privacy policy (provided on the offer pages) if you have any questions regarding how your information is used by such providers. Please be aware that these offers may be presented on pages framed by a KidKraft website. Although these offer pages may have the look and feel of our Site, you will be submitting your information directly to the third-party advertiser. You agree that to the extent permitted by applicable law, we will not be responsible or liable for any loss or damage of any sort incurred as the result of any such dealings, including the sharing of the information you supply to us with third party providers described here, or as the result of the presence of such providers on the KidKraft Site.

Information transferred as a result of sale of business.

As we develop our business, we may buy or sell assets and, depending on the transaction, your information may be one of the transferred assets. In the event that we are acquired by another company, your information may be part of the assets transferred to the acquiring party. If this occurs, you will be notified if there are any material changes to the way your information is collected or used.

Countries where information may be disclosed.

To the extent that KidKraft discloses any information to Trusted Third Parties, they will likely be in the United States of America. KidKraft operates in numerous jurisdictions and will disclose as required by law in any jurisdiction where such disclosure is necessary to comply with the law or any legal process.

8. Children

We do not target our Services to children under the age of 16. Any personally identifiable information we may receive from users we have actual knowledge to be under the age of 16 will be purged from our database.

9. Security

We have appropriate security measures in place to protect the loss, misuse and alteration of the information stored in our database. These measures include the use of Secure Socket Layer (SSL) during administrative access to site data, as well as other proprietary security measures which are applied to all repositories and transfers of information. Credit card transactions are processed through industry standard Secure Socket Layer (SSL) and/or strong encryption (3DES) by a third party, which only uses your personally identifiable information for that purpose. We do not store or keep credit card numbers for any customer.

We will exercise reasonable care in providing secure transmission of information between your computer and our servers, but given that no information transmitted over the Internet can be guaranteed 100% secure, we cannot ensure or warrant the security of any information transmitted to us over the Internet and hence to the extent permitted by applicable law, accepts no liability for any unintentional disclosure. If you have any reason to believe that your interaction with us is no longer secure, please contact us as detailed below.

10. How long we will retain your data

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, please contact us. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

11. Your rights (Inspection, Correction, Objection)

Inspection, changing and modifying, deletion of your data

We provide users the following options for accessing, deleting, changing and modifying their personal data. For any Services where you have an account page, you may change your e-mail address, password and other information from the account settings or preferences page; or you can send email or mail using the contact

information listed below, providing us with your account information and letting us know what information you wish to access, update or delete. For this you can contact us as stated under chapter 11 "Contact".

We will respond to you within 30 days.

Objection to the processing of your personal data and opt-out of our e-mail/SMS marketing communications and Telemarketing

You can object to the processing of your personal data by us for purposes other than those necessary to perform a contract or to comply with any legal obligation. So, for example, you can object to the use of your personal data for analysis, marketing and sales activities. You can also opt out of our e-mail/SMS marketing communications and Telemarketing. You can vary your choice at any time.

You may use the following options to opt out of receiving promotional e-mail and newsletters from us.

1. Click on the "unsubscribe" link on the bottom of the e-mail;
2. Send mail to postal address mentioned under chapter 11 "Contact" letting us know which promotional emails you wish to opt-out of.
3. For any services that allow you to control which e-mails you receive, go to the email settings page from your account home page, and un-check the undesired promotions.

If you would rather not receive telephone calls or text messages from us, you may also change or delete your number from your account preferences page(s), making the request during any telephone call, or sending "STOP" to any text message received from us.

For objecting to the processing of your personal data contact us as stated under chapter 11 "Contact"

Right to be forgotten

In some situations you have the right to have your personal data erased. We will then erase your data upon your request.

Data portability

You have the right to receive your personal data held by us. In this way you can easily forward it to another supplier of the same kind of service. You can also request us to forward this data directly to another organization.

Filing a complaint with the supervisory body

You are entitled to file a complaint with a national supervisory body, ie. the Dutch Data Protection Authority (the Dutch DPA). You can do this via the Dutch DPA website or with a similar national supervisory body in your country.

12. Contact

If you have any questions about this Privacy Policy, a breach of any applicable privacy laws, the practices of this Site, or your dealings with any KidKraft websites, you can contact:

Attn: Customer Service, Olympisch Stadion 29, 1076 DE, Amsterdam, Netherlands

Please include the nature of your question or complaint, the country in which you are located, and an email address for contact purposes. KidKraft will review and provide a response in ten (10) business days after the receipt.