

PRIVACY POLICY FOR

MyVity Corp

Privacy is very important to us. We need your personal information for personalization and to comply with the law. In particular, we pay attention to the data of your children. We would like to inform you here about our data collection and data usage. This is the privacy policy for the website currently located at **makemyvity.com**. Please carefully review this Policy to learn about how we collect, use, and protect any personal information and non-personal information you provide us with on or through this site and your choices for managing your personal information. By using this site, you agree to the terms of this Policy.

1. Anonymous data processing

Unless otherwise stated in the following sections, no personal information is collected, processed or used when using our website.

2. Personal information

Personal information is information that specifically identifies you or, when combined with other information we have, can be used to identify you. We collect information that personally identifies you (personal information) only if you choose to share such information with us. Personal data consist of inventory data (which may include pictures, images, digital content and creations) and usage data. Inventory data consist of e.g. an e-mail address, name, appearance, date of birth and data required for the establishment, content and modification of the user relationship. Usage data are specifically the characteristics for the identification of your person, information about the commencement and conclusion of, as well as the extent of, the use of the website. Usage data also include content data. This includes all information that results from your entries on this website itself, e.g. comments and ratings. The decision to provide this information is optional; however, if you elect not to provide such information, you may not be able to access certain content or features or participate in certain areas of this site. In addition, we may need to contact you via phone, e-mail or mail to address questions or issues specific to your order, entry, etc., even if you have opted to not receive marketing communications from us.

3. Non-Personal Information

We automatically collect information that does not reflect or reference an individually identifiable user (non-personal information) to help us understand how our users use our site. Like most websites, we automatically collect and use the following data contained in log files:

- Technical Information, which may include certain information or characteristics about your computer, such as the type of browser and operating system you use and your computer's Internet Protocol (IP) address. For the most part, technical information remains anonymous (that is, it does not identify you personally), but in some cases it can be traced back to personal information such as an email address.
- Usage information, which may include non-personal information about how you use or browse our site and what products you buy (order history).

4. Collection, processing, use of personal data

MyVity Corp collects, processes and uses your personal data for the establishment, implementation, modification or termination of the license agreement concluded between MyVity Corp and you, the processing of orders, for the use of the website as well as for the content of the offer. When you download a coloring book or sign up for a newsletter, you provide information such as name, username, and e-mail address used for purposes of using the offer. You can look over an offer or order-related information, such as status of delivery, news and useful information. Non-personal information and personal information may be combined with data collected from other sources so that we may further improve the relevance of products, services, and advertisements offered on or through this site.

5. Newsletter

When registering for the newsletter, MyVity Corp will use your email address for advertising purposes until you unsubscribe from the newsletter. The following consent has been expressly granted to MyVity Corp and MyVity Corp have logged these. Under the CAN-SPAM Act, MyVity Corp is required to have the content of their consent available for retrieval at any time. Your email address will not be shared with third parties, and you may revoke your consent to use your email address for promotional purposes at any time with future effect. The de-registration of the newsletter can be done at any time either by a message to the contact option described below or via a dedicated link in the newsletter.

6. Customer service

To answer your questions, process your inquiries or resolve them, it is sometimes necessary to ask for personal information such as name, address, email address and telephone number. MyVity Corp can use this information to answer your questions or to contact you by mail, email or phone. If you request a service or upload data to this site, MyVity Corp may need to contact you to obtain additional information needed to process or execute your request. However, MyVity Corp will not disclose such information to third parties without your permission, except as required by law or to the extent necessary for the execution and processing of your requests or for your assistance.

7. Protection of data and disclosure to third parties

Information that we collect is stored on secure servers using standard security procedures and practices appropriate to the nature of the information in an effort to protect information from unauthorized access, destruction, use, modification, or disclosure. MyVity Corp transmits the personal data transmitted over the internet in an encrypted fashion. However, providing personal information, whether it be in person, over the phone, or over the Internet, always entails risks, and no technological system is completely unaffected by manipulation or sabotage. MyVity Corp makes reasonable efforts to prevent and minimize the risk of unauthorized access to, and the unauthorized use or corruption of, personal information.

In principle, MyVity Corp will not disclose personal data to third parties, unless there is a legal obligation to pass it on or if a data transfer is required to carry out the contractual relationship. In this respect, the information provided by you for the purposes mentioned above, and to the extent necessary for the processing of your order or request, is exchanged with affiliate / partner companies. This is especially the case for printing and delivery. The amount of data transmitted is reduced to the minimum required.

If necessary, MyVity Corp may also make appropriate written statements, duplicate records against loss, create intermediate files or workspaces, and give such powers to third parties.

MyVity Corp will otherwise only forward personal and / or billing-related data to other third parties to the extent required or required by law in order to enforce the Terms of Use and / or other agreements with you and to protect the rights of third parties. Your concerns will be considered in accordance with the statutory provisions. The data will only be made available if a legitimate interest in it has been credibly demonstrated, or to protect the safety or rights (including intellectual property rights) of MyVity Corp, our customers, consumers, or the general public.

In all other cases we will not sell or rent personal information to third parties, and we will not otherwise disclose personal information to third parties, without your express permission or as expressly disclosed in this Privacy Policy.

In the event that MyVity Corp is merged, sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer non-personal information and personal information in connection with such a transaction.

8. Online privacy protection for children

On occasion we collect children's personal information from adults. Access to MyVity Corp is intended to be acquired by school, parents and not to be acquired by children directly. We do not knowingly collect personal information from children under the age of 13. If we become aware that we have inadvertently received personal information from a child under the age of 13, we will delete such information from our records.

For activities that necessitate the use of personal information from children under the age of 13, MyVity Corp will notify the respective parent or school of our privacy policy and obtain verifiable parental consent before collecting personal information in compliance with the Federal Trade Commission's Children's Online Privacy Protection Act.

9. Use of cookies

When you visit the MyVity Corp website, you remain anonymous. Every time you access the website and every time a file is accessed, access data about this process is stored in a log file on our server without any personal reference, i.e. IP address, page from which the file was requested, date, time, browser type, operating system, the page you visited, the amount of data transferred, access status (file transfer, file not found, etc.). From this data, statistics are generated which help MyVity Corp customize this site and tend to your needs.

In addition to the personal information you provide, this website uses "cookies", which are text files stored on your computer. It is a technology that can be used to collect specific user-specific settings and technical information that can be used to identify you. This information shows when and how users use the site and allows MyVity Corp to continually improve it. The use of cookies offers you the advantage of not having to enter your personal details when filling out various forms on the website. The use of cookies is common and a common practice on many websites. Cookies are stored on your computer and not on this page. We use cookies only to read information on your hard drive that has been stored there by a cookie from this site. If you do not wish to have cookies stored on your PC or computing device or if you wish to be notified of their storage, you can set your browser accordingly if it allows this. A corresponding manual can be found under the manufacturer information of the browser manufacturer. Previously established cookies can be deleted at any time. MyVity Corp, however, points out that in this case you may not be able to fully use all the features of the website.

Our website uses cookies/advertising IDs for the purpose of advertising. This enables us to show our advertisements to visitors who are interested in our products on partner websites, and emails. Re-targeting technologies use your cookies or advertising IDs and display advertisements based on your past browsing behavior. You can opt-out of interest based advertising by visiting the following websites: <http://www.networkadvertising.org/choices> and/or <http://www.youronlinechoices.com>.

We may share data, such as technical identifiers derived from your registration information on our website or our CRM system with our trusted advertising partners. This allows them to link your devices and/or environments and provide you a seamless experience across different devices and environments that you use. To read more about their linking capabilities, please refer to their privacy policy listed in the above-mentioned platforms or listed under cookie policy www.makemyvity.com.

10. Google Analytics

Google Analytics, a web analytics service provided by Google Incorporated, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA (collectively, Google), collects and stores data that is used to create usage profiles using aliases. These usage profiles are used to analyze visitor behavior and are evaluated to improve and tailor the offer. The information generated by these cookies, such as the time, location and frequency of the website visit, including the shortened IP address, are transmitted to Google in the United States and stored there. In this case, the IP address is already being shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area and thus anonymized. Google may transfer this information to third parties if required by law or if third parties process this data on behalf of Google. However, Google does not claim to associate the IP address with any other data provided by Google. The installation of the cookies can be prevented by an appropriate setting of the browser software; in this case, the website may not be fully functional. The pseudonymised user profiles will not be merged with personal data about the bearer of the pseudonym without explicit consent. You have the right and the option to opt-out of data collection and data storage for the purpose of web analytics at any time with future effect by installing the browser add-on to disable Google Analytics: Disable Google Analytics. For more information about Terms of Use and Privacy, please visit <http://www.google.com/analytics/terms/> or <https://www.google.com/intl/en/policies/>.

11. Google Analytics for Re-marketing

The Google Analytics tracking code implemented on this site has been enhanced with Re-marketing for Google Display Advertising, a service that analyzes user behavior across the Google Display Network. Hereby, cookies (e.g. Google AdWords cookie) document your previous visits to third-party websites whose providers have joined the Google Display Network and our websites. Our AdWords ads use these analytics to serve as search queries on Google Network sites, and can be more targeted, optimized, and promoted through ad settings. Through the analysis of third-party cookies (e.g. AdWords cookies) we are able to better tailor our online advertising campaigns to you and your interests. In particular, Google will use this information to provide display advertising features such as re-marketing, Google Display Network impressions reports, or Google Analytics demographics and interest reports. Google will also transfer this information to third parties if required by law or if third parties process this data on behalf of Google.

This website uses the following Google AdWords features:

- Re-marketing
- interest categories and categorization by demographic characteristics (e.g., age, gender)
- similar audiences
- other types of interest-based advertising

We use these Google Adwords features to redirect visitors to this site from third-party websites or Internet users with specific interest profiles based on their internet usage. We do not collect personally identifiable information with our cookies, re-marketing lists or other anonymous IDs.

If you do not want this, you can disable it through the Ads Preferences Manager or download the browser plugin available at <http://tools.google.com/dlpage/gaoptout?hl=en>. For more information about Terms of Use and Privacy, please visit: https://support.google.com/analytics/answer/3450482?hl=en&ref_topic=3413645&rd=1 or <http://www.google.com/intl/en/policies/privacy>.

12. Conversion measurement with the Facebook pixel

With your consent, we use the "visitor action pixel" of Facebook Inc. 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") on our website. This way, users' behaviors can be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This process is designed to evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and may help to optimize future advertising efforts. The data collected are anonymous to us and as such do not provide us with any conclusions about the identity of the users. However, the data are stored and processed by

Facebook: <https://www.facebook.com/policies/cookies/>, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, according to the Facebook data usage directive (<https://www.facebook.com/policies/cookies/>) (facebook.com / about / privacy /). You can enable Facebook and its affiliates to display ads on and off Facebook. It may also be stored for these purposes as a cookie on your computer. A consent in the use of the visitor action pixel may only be declared by users who are older than 13 years of age. If you are younger, we ask that you ask your guardians for permission. If you do not wish for us to record your use of our offers through Facebook, you can prevent this by setting your browser settings accordingly. For more information, see the tips and cookie policy of Facebook.

13. Advertising by third parties, links to other websites

Occasionally, this site contains third party advertisements and links to third party websites for which MyVity Corp is not responsible. In particular, MyVity Corp has no influence on the content and design of the linked external pages or the Internet sites of third parties which you access through these pages. Our Privacy Policy does not cover any use of information that a third-party advertisement serving company may collect from you. The content and design of these websites as well as compliance with data protection regulations are the sole responsibility of the respective providers.

14. Integration of third party content

This website includes content from the service YouTube. These features are offered through YouTube, Corp 901 Cherry Ave. San Bruno, CA 94066 USA. The videos were included and embedded in the extended data protection mode. Like most websites, however, YouTube also uses cookies to collect information about visitors to its website. YouTube uses it to capture video statistics, prevent fraud, and improve usability. This also leads to a connection with the Google Double Click network. Starting the video could trigger more data processing. We have no influence on that. For more information about privacy at YouTube, please see their privacy policy at: http://www.youtube.com/t/privacy_at_youtube.

15. Social Bookmarks

Social Bookmarks are integrated on our website (for example, Facebook). Social bookmarks are Internet bookmarks that users of such a service can use to collect links and news items which are only included on our website as a link to the relevant services. By clicking on the integrated graphic, you will be redirected to the respective provider's website, i.e. only then will user information be transmitted to the

respective provider. Information on how to deal with your personal data when using this website can be found in the respective privacy policy of the provider.

16. Changes

MyVity Corp can change this privacy policy or the content of the site at any time, even without notice. We therefore recommend that you read these terms each time you visit the website, so that you know at all times for what purposes we process your data

17. Information and contact

Upon request, MyVity Corp provides information free of charge about the personal data we store about you. Upon request, we will correct incorrect data or block or delete personal data, insofar as this does not preclude a statutory retention obligation.

To lodge a disagreement regarding the use of usage data or a revocation of the consent to the use of inventory data, a request for information about the stored personal data or its correction, to block and/or delete MyVity, the following contact information is available to you:

The brand MyVity is a project of the company:

MyVity Corp

Email: hello@makemyvity.com

Website: www.makemyvity.com

18. International Visitors and Customers

This website is hosted in the United States. If you are visiting from the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that you are transferring your personal data to the United States which does not have the same data protection laws as the EU and by providing your personal data you consent to: the use of your personal data for the uses identified above in accordance with this Privacy Policy; and the transfer of your personal data to the United States as indicated above.

19. California Privacy Rights

Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of personal information that companies with whom they have an established business relationship have shared with third parties for those third parties' direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of personal information that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by MyVity Corp pursuant to Section 1798.83 of the California Civil Code, please contact us via e-mail or the address stated above. Please allow 30 days for a response.

If you are a California resident under the age of 18 and a registered user of any site where this policy is posted, California Business and Professions Code Section 22581 permits you to request and obtain the removal of content or information you have publicly posted. To make such a request, please send an email with a detailed description of the specific content or information to **hello@makemyvity.com**. Please be aware that such a request does not ensure the complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

MyVity Corp Social Media Policy

Effective Date: June 29, 2022

Last Updated: August 4, 2024

1. Purpose

At **MyVity**, we are committed to protecting the privacy and confidentiality of the photos we collect from schools. This **Social Media Policy** outlines our guidelines regarding the use of images and content on social media platforms to ensure the security and trust of the families and schools we serve.

2. No Use of School Photos for Social Media or Marketing

- **Confidentiality Commitment:** MyVity **does not post, share, or use** any photos collected from schools on **social media, websites, or any marketing materials**.
- **Restricted Access:** All school photos remain securely stored and are used **exclusively for creating personalized memory books** for families.
- **Parental & School Control:** Photos provided by schools are handled with **strict privacy measures**, ensuring they are not used beyond their intended purpose.

3. Social Media Guidelines for MyVity Content

While we do engage on social media to connect with families and schools, we adhere to the following rules:

- a) We only post **generic product images** or **graphics** that do not contain school-provided photos.
 - b) We may share **testimonials** or **customer feedback**, but only with **explicit written permission** from the individual or school.
- .

4. Employee & Partner Compliance

- All employees, contractors, and partners of MyVity must comply with this **Social Media Policy** and ensure that no school photos are shared publicly.
- Any violation of this policy will result in **immediate corrective action** and may lead to termination of access to MyVity's systems.

5. Reporting Concerns

If you have any concerns or notice any content that may violate this policy, please contact us immediately at **hello@makemyvity.com**

6. Policy Updates

MyVity reserves the right to update this **Social Media Policy** as needed to maintain the highest privacy standards. Any changes will be communicated to our partners and customers.