

Write Brain World, LLC Compliance with Children's Online Privacy Protection Act

Dear Parent/Guardian,

If your child is under the age of 13, the Children's Online Privacy Protection Act (COPPA) requires that Write Brain World, LLC. ("Write Brain" or "we" or "us") obtain your permission to collect and share certain information about your child.

Please note that your child could include personally identifiable information in the stories they write into our Write Brain Books, and we are not responsible for monitoring or preventing this occurrence.

Below we summarize how we use and disclose the information we collect and protect the privacy of your child.

All basic or any other free Write Brain accounts do not permit children under the age of 13 to share personally identifiable information.

o **Parental Consent:**

- As a primary account holder (the person primarily responsible for ordering services from us and paying any fees or other charges made to a Write Brain account), we require you to activate the account and consent to the disclosure of personal information for any child under the age of 13 who is using your account.
- As the primary account holder, you can create and implement parental controls to limit secondary account holders' (e.g., your child's) ability to post scripted content on our websites.
- Children who are under the age of 13 are expressly prohibited from including any personally identifiable information in any content that they post to our websites, unless or until their parents or legal guardians give permission. However, Write Brain has no control over any personally identifiable information that a child chooses to include in any content posted to our websites that violates the foregoing restriction.

o **Types of Personally Identifiable Information Collected:**

- Where a visitor to our websites self-identifies as under 13 years old during the initial registration process, we collect the child's birth date, user name, password, and parent's or legal guardian's e-mail address. We ask the child not to use his or her real name as all or part of the user name. Any information provided by the child is not used to contact the child unless or until we receive parental or legal guardian consent. Any personally identifiable information, except the user name of the child that is collected through the initial registration process before receiving the parent's or legal guardian's consent, will be encrypted and stored on our servers with the key to decrypt the data stored in a cookie on the computer the child is using. The e-mail we send to the parent or legal guardian requesting his or her consent will contain the key to decrypt the child's personally identifiable information.
- Once we receive consent from a parent or legal guardian, we may collect additional personally identifiable information from children under 13 or their parents or legal guardians, including, but not limited to: parent's or legal guardian's name, contact information and credit card billing information (including telephone number and mailing address).
- Children may choose to provide personally identifiable information about themselves in the content they post on our websites.
- We do not condition a child's participation in an activity on the disclosure of

more personally identifiable information than is reasonably necessary to participate in the activity of authoring Write Brain books.

- o **How We Use Personally Identifiable Information:**
 - We may use the personally identifiable information that we collect from a child to:
 - Contact you to obtain your consent and to allow you to activate an account on one or more of our websites.
 - Determine whether your child is able to post content on one or more of our websites.
 - Send a child products purchased by a primary account holder.
 - Provide information that we believe would be of interest or benefit to your child.
- o **Disclosure of Personally Identifiable Information to Third Parties:**
 - We may share personally identifiable information, including a child's personally identifiable information, with third parties as permitted by law and as described in the Write Brain Privacy Policy, available at www.WriteBrain.com/main/privacy, which is hereby incorporated by reference.
 - The third parties to whom we disclose personally identifiable information must agree to protect the security and confidentiality of your child's personally identifiable information.
- o **Access, Review, Correction, and Deletion of Your Child's Personally Identifiable Information:**
 - As a primary account holder, you may access, review, correct, or delete personal information that we maintain about your child, and may refuse to permit further collection or use of your child's information.
- o **Account Settings for Children Determined by Primary Account Holders.**
 - Write Brain cannot control if a secondary account holder includes personally identifiable information in any content that has been authorized by a primary account holder to be posted.
 - As the primary account holder, you must log-in with your account log-in information to change the account settings.
- o **Contact Information:** To contact Write Brain about its privacy practices for children, you can e-mail us at privacycontrol@WriteBrain.com.