



Last updated: 16. 12. 2020

WOW PRIVACY NOTICE

This WOW Privacy Notice describes how Hooray Studios Inc. ("Hooray," "we" or "us") processes, uses and shares personal information that it receives or collects in connection to WOW Digital Experience Program ("WOW Experience") through Hooray websites (www.hoorayheroes.com and others, hereinafter the "Website"), Hooray and others' social media accounts (such as Instagram, Facebook, Pinterest, LinkedIn, Twitter etc.), and through any other individual or entity that may disclose Personal Information (see Section 2 below) to Hooray, as further described below.

If you are a California resident, please click [here](#) for more information about your rights under the California Consumer Privacy Act.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR PERSONAL INFORMATION. BY USING OUR SERVICES, YOU ACKNOWLEDGE YOU HAVE READ AND UNDERSTAND THE PRIVACY POLICY AND THAT WE WILL COLLECT, USE AND SHARE YOUR PERSONAL INFORMATION AS SET FORTH BELOW.

1. WHO WE ARE

Hooray Studios Inc. is a publishing company specialized in publication of personalized books for children located in the United States.

Our company details are:

Hooray Studios Inc.

401 Edgewater Place, Suite 300,

Wakefield, MA 01880, USA,

Registration number: 202268216

Tax number: 82-4516813

2. PERSONAL INFORMATION WE COLLECT

Personal information is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. Personal Information include but is not limited to information about individual's name, postal address, social security number, email address, account name, IP address, signature, physical characteristics or description.

We collect Personal Information that you or others on behalf of you provide voluntarily through our Websites, social media channels or otherwise. We also collect certain Personal Information automatically from your device.

2.1. Personal information you (or others on your behalf) provide

We collect Personal Information about two types of persons involved in WOW Experience; the person purchasing WOW Experience ("Buyer") and the person receiving WOW Experience

("Recipient"). For WOW Experience to meet its purpose of surprising a Recipient, Buyer must provide us with not only Buyer's Personal Information, but also some of Recipient's Personal Information. The Personal Information Buyer provide us with may include some or all of the following:

- Personal Information about Buyer:
 - Buyer's contact information, such as your name, postal address, phone number and email address;
 - Buyer's billing information, for example billing address and credit card information; and
 - information about Buyer's physical characteristics or description as seen from character description and video.
- Personal Information about Recipient:
 - Recipient's contact information, such as name, email address and postal address; and
 - information about Recipient's physical characteristics or description as seen from character description.
- When sending WOW Experience to Recipient, Buyer may decide to share WOW Experience with other third persons in which case, Buyer also provide us with such person's email address.

2.2. Personal Information collected automatically

Personal Information that we collect automatically may include information like:

- your device information and identifiers, such as IP address, cookie IDs, browser type and language, operating system, platform type, device type, and advertising and app identifiers;
- information about your connection and usage, such as your browsing activity, scrolling and keystroke activity, advertisements viewed, forms or fields you complete or partially complete, search terms, whether you open an email, content you view and duration; and
- your geolocation.

Some of the above automatically collected Personal Information may be collected using cookies and similar tracking technologies. To learn more about cookies and how to manage them please see our [Cookie Policy](#).

Please note that we do not append or associate automatically collected Personal Information with any Personal Information you may choose to provide.



3. PURPOSES FOR WHICH WE USE PERSONAL INFORMATION

We may use your Personal Information for a number of different reasons. To make it as transparent as possible, we listed purposes for which we use Personal Information next to appropriate type of personal information in the table below.

Purposes of use	Personal Information used
Personalization and provision of WOW Experience, including creation of WOW experience, technical and customer support	<ul style="list-style-type: none"> • Buyer's contact information • Recipient's contact information • Buyer's billing information • Buyer's physical characteristics or description • Recipient's physical characteristics or description
Marketing communication	<ul style="list-style-type: none"> • Buyer's email address • Recipient's email address
Advertising including targeted advertising	<ul style="list-style-type: none"> • Buyer's contact information • Recipient's contact information • Advertising and app identifiers • Information about your connection and usage • Your geolocation
Complying with our legal and regulatory obligations, such as tax obligations, product delivery obligations and product defect obligations	<ul style="list-style-type: none"> • Buyer's contact information • Recipient's contact information • Buyer's billing information • Buyer's physical characteristics or description • Recipient's physical characteristics or description • IP address
Detecting, investigating, and preventing activities that may violate our policies or be fraudulent or illegal and protecting rights of third persons	<ul style="list-style-type: none"> • Your contact information • Your device information and identifiers • Information about your connection and usage
Complying with our risk management obligations such as product recalls or safety issues	<ul style="list-style-type: none"> • Buyer's contact information • Recipient's contact information
Conducting statistical analyses and providing seamless and user-friendly experience and website	<ul style="list-style-type: none"> • Your device information and identifiers • Information about your connection and usage • Geolocation
Enforcing our legal rights and recovering any payments due to us	<ul style="list-style-type: none"> • Buyer's contact information • Recipient's contact information • Buyer's billing information



4. SHARING OF YOUR PERSONAL INFORMATION

To provide you with our products and services and for other purposes described above we may share your Personal Information with some or all of the following persons and entities:

- **Related Companies:** We share your Personal Information within Hooray Studios group which includes Hooray Studios d.o.o. and Hooray Studios Ltd. for purposes of providing you with WOW experience, to help better tailor our services and products, for marketing and advertising services;
- **Service Providers:** To provide our products and services we engage several service providers to perform various services on our behalf, including printing of books, hosting of Website, video production, payment processing, reviews management, research and analytics. To enable them to provide us with services, we share with them Personal Information necessary to perform business purpose on our behalf. We do not allow our service providers to use your Personal Information for their own purposes and only permit them to process your Personal Information for specified purposes and in accordance with our instructions.
- **Third persons:** Upon the direction of Buyer, i.e. supply of email address of friends, family members and other persons, we share the WOW experience with those persons ("Third Persons"). When sharing the WOW experience, we also share Buyer's and Receiver's name and information about their physical characteristics or description as seen from character description and video. Please note, we do not have any control over the sharing of the WOW experience by these third persons.
- **Social media platforms:** We may share your information with social media platforms (such as Facebook, Instagram and Twitter), if you decide to share your WOW Experience on your social media account. Examples of Personal Information shared include User ID, Website URL, date and time of accessing the Website and browser-related information. Please be advised that social media platforms may use your personal information collected from Website for its own purposes subject to the privacy policies of the third-party social networks.
- **Advertisers and Advertising Networks:** We share some personal information we collect, including your email address, device information and identifiers, information about your connection and usage, such as your browsing activity and ads viewed, and geolocation data with social media platforms, advertisers and advertising networks to better tailor our marketing and advertising services and to show you only those ads that we believe might interest you. These third parties may use their own tracking technologies to collect or request information about you, for more information about these please see our [Cookie Policy](#). Please be advised that social media providers, advertisers and advertising networks may use your personal information collected from Website for its own purposes to which privacy policy of such third person applies.
- **Website analytics and conversion providers:** To better tailor our Website to needs of our customers and to provide you with the best products and services we use website analytics and conversion services, such as Google Analytics. We share with them your device information and identifiers, such as IP address, information about your connection and usage, such as your browsing activity and network location information.



These third parties may use their own tracking technologies to collect or request information about you, for more information about these please see our [Cookie Policy](#). Please be advised that website analytics and conversion providers may use your personal information collected from Website for its own purposes to which their respective privacy policies apply.

- Law enforcement and regulatory authorities: We may disclose your Personal Information (i) when we have a good faith belief it is required by law, such as pursuant to a subpoena, warrant or other judicial or administrative; (ii) to protect the safety of any third person; (iii) to protect the safety or security of our Website or to prevent fraud, abuse, or other malicious activity; or (iv) to protect our rights or property or the rights or property of those who use our Website and/or products and services.
- Affiliates, successors upon merger and acquirers: We may transfer your Personal Information to an affiliate, a successor entity upon a merger, consolidation or other corporate reorganization in which Hooray Studios participates, or to a purchaser or acquirer of all or substantially all of Hooray Studios' business or assets, including a successor in bankruptcy.

5. MANAGING YOUR PERSONAL INFORMATION AND CHOICES

If you would like us to stop using your Personal Information, if you want to change Personal Information you previously have provided to us directly, or if you are Recipient, indirectly through Buyer, or if you want to exercise any of the rights you are entitled to under applicable laws, please contact us at privacy@hooraystudios.com. We may ask you to confirm your identity before complying with your request.

You can opt-out of any future marketing communications at any time by clicking the "Unsubscribe" link in the bottom of the email.

You can manage your cookies settings [here](#).

Please be aware that if you do not provide us with Personal Information necessary or later decide to restrict our use of your Personal Information, we may not be able to deliver WOW Experience and our products and services to you or may not be able to take account of your interests and preferences. If collection of personal information is mandatory to provide you with WOW Experience, we will clearly identify it as such at the point of collection.

6. RECIPIENT CONSENT

The purpose of WOW Experience is to be enjoyed with friends and family through sharing. To make sure their privacy is respected we need you to follow the following obligations. If you are a Buyer, you must inform the Recipient about information contained in this WOW Privacy Notice, explain to Recipient that their Personal Information (i.e. contact information, including name, email and physical address, if applicable, and their physical characteristics or description) will be supplied to and used by Hooray to deliver WOW Experience and obtain Recipient's



consent to supply their information to us for the purpose of creating WOW Experience as described in Chapter 3 above. You should likewise inform third persons whose email address you provide to us for the purpose of sharing WOW Experience about their email address being supplied to and used by Hooray for purposes of WOW Experience sharing and obtain their consent to such use of their Personal Information.

7. RETENTION OF YOUR PERSONAL INFORMATION

We retain Personal Information for as long as necessary to fulfill the purposes for which Personal Information was collected and as described in this privacy notice, unless otherwise is required by our legal obligations under tax, commercial and other laws or if we need Personal Information to establish, exercise or defend our legal rights.

Once no business need or no obligation exists to process your Personal Information, we will either delete it or, if unable to delete it or if required for statistical purposes, anonymize it.

8. CHILDREN

Our Website and WOW Experience are not intended for use by children under the age of 13. We do not knowingly collect personal information from children in connection with those features. 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.

9. SECURITY PRACTICES

We maintain reasonably appropriate organizational, technical, and physical safeguards to help protect Personal Information we collect and use from unauthorized access, disclosure, use, and modification. These safeguards vary depending upon the risk of processing your Personal Information. Please be aware that, despite our best efforts, no security measures are perfect or impenetrable. You understand and assume the risks associated with your activities on the Internet.

We have put in place procedures to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

10. TRANSFER OF YOUR PERSONAL DATA

Because we operate globally your Personal Information may be transferred to individual companies of Hooray Studios group and third-party service providers in locations around the world for the purposes described in this Privacy Notice. We take reasonable steps to safeguard the privacy and security of your Personal Information, including data transfer agreements, when transferring it abroad.



By providing us with your information, you acknowledge any such transfer, storage or use.

11. UPDATES TO WOW PRIVACY NOTICE

We reserve the right to amend this WOW Privacy Notice at any time to reflect changes to our practices, regulatory requirements or for other purposes. The revised WOW Privacy Notice will be posted on Website, where the date of the last update will be posted at the beginning of the updated WOW Privacy Notice.

We will provide notice to you by email at the last email address you provided us, if these changes are material and, where required by applicable law. Where required by law, we will require your consent to further processing of your Personal Information under revised WOW Privacy Notice.

12. CONTACT US

If you have any questions about this WOW Privacy Notice or would like to exercise any of your rights, you are entitled to, please contact us at privacy@hooraystudios.com.

ADDITIONAL INFORMATION FOR CALIFORNIA RESIDENTS

This section of WOW Privacy Notice supplements the information contained in Sections 1 through 12 of WOW Privacy Notice and applies solely to visitors, users, and others who reside in the State of California and to whom California Consumer Privacy Act ("CCPA"), Cal. Civ. Code 1798.100, et seq. applies.

1. YOUR RIGHTS

If you are a California resident, you have certain rights enumerated and described below. You can exercise those rights by contacting us via email at privacy@hooraystudios.com or by calling us on +1 (205) 859-3826 every week day from 9 a.m. to 5 p.m..

Before complying with your request, we may request you to confirm your identity and verify you are the consumer about whom request to exercise one of the below rights has been made.

We will respond to your request in 45 calendar days. If not possible due to complexity or nature of your request or for any other reason, we will inform you of the reason and extension period in writing.

We do not charge a fee to process or respond to your verifiable request unless it is excessive, repetitive, or manifestly unfounded.



1.1 Right to know

You may request from us to provide you free of charge the categories of Personal Information we have collected, sold or disclosed about you in the last twelve months, the categories of sources from which the we collected your Personal Information; purposes for we use your Personal Information; and the categories of third parties with whom we shared your Personal Information.

1.2 Right to delete

You have the right to request we delete your Personal Information we store and use and to request third-party service providers to delete your Personal Information as well.

Please note, that we are under no obligation to comply with your request for deletion of your Personal Information and may deny your request if it is necessary to maintain Personal Information for one of the following purposes:

- to provide you with WOW Experience and related services;
- to comply with our legal and regulatory obligations, such as tax obligations, product delivery obligations and product defect obligations;
- to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- to debug to identify and repair errors that impair existing intended functionality;
- to exercise free speech, ensure the right of another consumer to exercise that consumer's right of free speech, or exercise another right provided for by law;
- to otherwise use your Personal Information, internally, in a lawful manner that is compatible with the context in which the you provided Personal Information;
- and for any other purpose envisaged by applicable laws.

1.3 Right to opt-out of sale

You have the right to request we stop selling your personal information to social media platforms, advertisers and advertising networks, and our Website analytics and conversion providers. If you wish to opt out from such use of your personal information, please follow instructions on our *Do Not Sell My Information* subsite or click "*Do Not Sell My Information*" link on the bottom of Website.

1.4 Non-discrimination

You also have the right to not be discriminated against for exercising the above privacy rights. For example, we will not charge you a different price, or provide a different level or quality of goods or services just because you exercised your rights under the CCPA. Please note, that if you refuse to provide your Personal Information or request to delete or stop selling your Personal Information which is necessary for us to create and provide you with WOW Experience



and related services, we may not be able provide you with our products and services, including WOW experience.

2. MANDATORY DISCLOSURES

Below you can find a list of Personal Information collected about our consumers in preceding 12 months. Table below also determines which of enumerated categories of Personal Information have been disclosed and which sold to third parties.

Categories of Personal Information collected	Sources from which Personal Information is collected	Categories of third parties we may share Personal Information with	Categories of third parties we may sell Personal Information to
Identifiers , such as a real name, nickname, postal address, online identifier, internet protocol address, email address, telephone number, payment information, commercial information, geolocation data, physical characteristics as seen from character description and video.	<ul style="list-style-type: none"> - Buyer - Recipient 	<ul style="list-style-type: none"> - Related Companies - Service providers - Third Persons - Social Media Platforms - Advertisers and Advertising Networks 	<ul style="list-style-type: none"> - Social Media Platforms - Advertisers and Advertising Networks - Website Analytics and Conversion providers
Personal Information categories listed in the California Customer Records Statute , such as Buyer's and/or Recipient's name, physical characteristics or description, address, telephone number, bank account number, credit card number, debit card number, or any other financial information.	<ul style="list-style-type: none"> - Buyer - Recipient 	<ul style="list-style-type: none"> - Related Companies - Service providers - Third Persons - Social Media Platforms 	<ul style="list-style-type: none"> - Advertisers and Advertising Networks
Protected classification characteristics under California or federal law , such as Buyer's and/or Recipient's race, color, sex, sexual orientation	<ul style="list-style-type: none"> - Buyer - Recipient 	<ul style="list-style-type: none"> - Related Companies - Service providers - Third Persons - Social Media Platforms 	



Commercial information , such as transactions records.	- Buyer	- Related Companies - Service Providers	
Internet or other electronic network activity information , such as browsing history, information regarding your interaction with Website, or advertisement.	- Buyer - Recipient - Third Persons	- Related Companies - Service providers - Social Media Platforms - Advertisers and Advertising Networks	- Social Media Platforms - Advertisers and Advertising Networks - Website Analytics and Conversion providers
Geolocation data.	- Buyer - Recipient - Third Persons	- Related Companies - Service providers - Social Media Platforms	- Website Analytics and Conversion providers
Sensory data , such as audio or visual information.	- Buyer	- Related Companies - Service providers - Third Persons - Social Media Platforms	

