

# Privacy Policy

## Introduction and Scope

In this Privacy Policy, we (Happy and Healthy Mom.Com, headquartered in Fort Lauderdale, Florida) describe how we use personally identifiable information about you that we collect through webpages at Happy and Healthy Mom.com that display a direct link to this Privacy Policy (the "Site"). This Privacy Policy does not apply to any other data, including, without limitation, data that we collect offline or data that others collect on websites that are linked to the Sites.

## About Children

The Sites are not intended for children under the age of 13. We do not knowingly collect personally identifiable information via the Sites from visitors in this age group. We do, however, collect information about children and babies from their parents. We ask that our users not provide information about a baby or child without first getting the parents' consent. We encourage parents to talk to their children about their use of the Internet and the information they disclose to Web sites.

## Types of Data Collected; Collection Methods; Combination of Data

You actively send information to us when you participate in surveys or promotions, respond to us or otherwise contact us. Depending on your choices, you may send us personally identifiable information such as your email address, name, mailing address, phone number, birthday, and gender; password; baby due date/birthday, name and gender. But, you can also use certain features of our Sites without telling us your name and if you do not tell us who you are, we do not try to find out.

We also track information about how our Site is used by you through cookies, Internet tags or web beacons, and navigational data collection (log files, server logs, clickstream) For example, your Internet browser automatically transmits to us information such as the URL of the website you just came from and the Internet Protocol (IP) address and the browser version your computer is currently using.

## Privacy Policy - Passive Information Collection

A "cookie" is a bit of information that a Web site sends to your Web browser that helps the site remember information about you and your preferences.

"Session" cookies are temporary bits of information that are used to improve navigation, block visitors from providing information where inappropriate (the site "remembers" previous entries of age or country of origin that were outside the specified parameters and blocks subsequent changes), and collect aggregate statistical information on the site. They are erased once you exit your Web browser or otherwise turn off your computer.

"Persistent" cookies are more permanent bits of information that are placed on the hard drive of your computer and stay there unless you delete the cookie. Persistent cookies store information on your computer for a number of purposes, such as retrieving certain information you have previously provided (such as the age of your child, which we use to personalize the Web experience), helping to determine what areas of the Web site visitors find most valuable, and customizing the Web site based on your preferences on an ongoing basis. Persistent cookies placed by this site in your computer do not hold personally identifiable information. If you have registered or have otherwise consented to the retention of personally identifiable information you have provided to the site, then the contents of

cookies may be used to identify you to the site, so that the site may provide you services, such as the ability to post messages to Happy and Healthy Mom's community areas.

You can set your browser to accept all cookies, to reject all cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. To learn more about cookies and how to specify your preferences, please search for "cookie" in the "Help" portion of your browser.

A site may use Internet Protocol (IP) addresses. An IP address is a number assigned to your computer by your Internet service provider so you can access the Internet and is generally considered to be non-personally identifiable information, because in most cases an IP address is dynamic (changing each time you connect to the Internet), rather than static (unique to a particular user's computer). The IP address can be used to diagnose problems with a server, report aggregate information, determine the fastest route for your computer to use in connecting to a site, and administer and improve the site.

"Internet tags" (also known as single-pixel GIFs, clear GIFs, invisible GIFs, and 1-by-1 GIFs) are smaller than cookies and tell the Web site server information such as the IP address and browser type related to the visitor's computer. Tags may be placed both on online advertisements that bring people to the site and on different pages of the site. Such tags indicate how many times a page is opened and which information is consulted.

"Navigational data" (log files, server logs, and clickstream data) are used for system management, to improve the content of the site, market research purposes, and to communicate information to visitors.

In addition, we participate in ad networks. The ad networks that we participate in collect anonymous information using cookies to target some of the advertising you see on the Sites and on other third party websites.

#### **Ad Networks**

Happy and Healthy Mom also participates in the "Commission Junction" which is a collection of websites that have joined in an effort to improve and target ad delivery.

Commission Junction uses cookies which have been placed on your computer to gather general information about the types of sites that you visit and other non-personally identifiable information about you as well as non-personally identifiable information that you have provided to network participants in the registration process in order to deliver advertisements to you about goods and services that may be of interest to you. If you do not want an ad network to place cookies on your computer, you must visit that ad network's web site and opt out.

If you would like to learn more about Commission Junction, its business practices and its privacy policy, or opt out of the Commission Junction, please click [here](#).

You can set your browser to notify you when a cookie is sent or to refuse or delete cookies altogether, but certain features of the Sites might not work without certain cookies.

If you have actively sent us your name or other personally identifiable information, we may combine such information with tracked information for the purposes set forth below.

#### **Purposes of Data Collection**

We collect information about you because we want to determine what you may like or find interesting, so we can provide you with targeted information and advertising (on our Site, in newsletters, via email and otherwise). In addition, we use data to create statistics and reports where personally identifiable information has been removed and

aggregated (such that it is anonymous as regards any specific user) for various business purposes. [Click here](#) for additional information.

### **Disclosure of Data**

We keep your personally identifiable information confidential and we generally do not disclose it. But, please note the following clarifications and exceptions:

- Our employees and independent contractors have access to some of your personally identifiable information for the purpose of helping us run our business (and not for their own purposes). They access and use such data subject to our instructions, on a "need to know" basis and under confidentiality and security obligations.
- If we ever sell a Site or substantial parts of our business, we may disclose your personally identifiable information to a (prospective) buyer on the condition that such buyer agrees to comply with this Privacy Policy.
- We may also share your personally identifiable information to respond to law enforcement requests, court orders or other legal process or if we believe that such disclosure is necessary to investigate, prevent or respond to illegal activities, fraud, physical threats to you or others or as otherwise required by any applicable law or regulation.
- Even though we do not provide any personally identifiable information about you specifically to any advertising customers, they can occasionally find out information indirectly. For example, we frequently agree on target audiences for particular ads (for example, an advertiser may ask us to send certain information on infant safety products to parents with small children who may be particularly interested). If you choose to respond to such targeted advertisements, the advertiser may deduce that you are a member of the target audience to whom we sent the ad.
- If you sign up for our services on a third party website, such third party may know - from you - that you signed up on one of our Sites.
- Before we disclose your personally identifiable data to a third party for their own business purposes (such as a survey or a sweepstake), we will first obtain your consent, for example via email, click-through, an online opportunity to opt-out or otherwise.
- We may share personally identifiable information with affiliated companies.
- We freely use and disclose data in anonymous form, for example, in statistics or reports to our advertising customers.

### **Security**

We take reasonable steps to protect personally identifiable information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. But, you should keep in mind that no Internet transmission is ever completely secure or error-free. In particular, e-mail sent to or from the Sites may not be secure.

### **Access and Correction; Comments and Questions**

If you have any questions, comments or concerns regarding this Privacy Policy, please contact us at Happy and Healthy Mom.Com, Attention: Chief Privacy Officer, 3881 W State Rd 84, Unit 205, Davie, FL 33312

### **Opt-Out, Communication Preferences**

You may modify your communication preferences and/or opt-out from specific communications at any time.

### **Changes to This Privacy Policy**

This Privacy Policy was last updated on October 11, 2009. We reserve the right to amend it from time to time and if we change it materially, we will post a revised version on the Sites. Please check back periodically, and especially before you provide any personally identifiable information to us.