

# Red Rabbit, LLC Privacy Policy

At Red Rabbit LLC ("Red Rabbit", "Company," "us," "we," or "our"), we recognize and respect the importance of maintaining the privacy of our customers and their children, and as a result, we have established this Privacy Policy for the Red Rabbit.com website (the "Site"). This online privacy notice discloses Red Rabbit's information practices for the Site, including what type of personal identifiable information is requested from you ("you," "your", "user", "parents") in order to setup a user page, upload user materials, and/or subscribe to the Site's services, how the information is used, and with whom the information is shared. If you have any questions about this Privacy Policy, please send us an e-mail at [Support@MyRedRabbit.com](mailto:Support@MyRedRabbit.com).

Note: You must be 18 years old or older to register as a customer of Red Rabbit.

1. Information That May Be Collected and Identifying Information. In order to access user services provided by the Site, and participate in creating a user account page, Red Rabbit will request and collect: 1) the user's full name and postal address, credit card information, home and work telephone numbers; and 2) the user's child's full name, school attended, age, date of birth, postal address, and food allergies, to the extent that such allergy is represented on the Site. Red Rabbit may request additional information necessary to establish and maintain user's account.

(b) Under the Children's Online Privacy Protection Act, "personal information" is defined as individually identifiable information, such as a first and last name; a home or other physical address including street name and city or town; an e-mail address; a telephone number. Red Rabbit only collects personal information as reasonably necessary to facilitate delivery services. Red Rabbit may use cookies to store pertinent user information during a session.

(c) Use of personal information: We use the information we collect from parents about their children only for internal business purposes.

(d) Information from Parents/Users: In accordance with the provisions of the Children's Online Privacy Protection Act, Red Rabbit shall use reasonable efforts to notify parents when collecting personal information about their children and to collect such information from the parents only. Red Rabbit will seek parental consent before collecting, using, or disclosing a child's personal information. Parents may review and delete their child's personal information, and may refuse to permit further collection or use of their child's information by contacting Red Rabbit.

(e) Lost or Stolen Information. If a user's credit card, and/or password is lost or stolen, the user should promptly notify the Site in order to enable the Site to cancel the lost or stolen information and to update its records with a changed credit card

and/or password.

(f) Links to Other Web Sites. The Site may contain links to other web sites. Red Rabbit is not responsible for the privacy practices or the content of those other web sites.

2. Uses Made of the Information. Without user's prior consent, Red Rabbit will not use your personal identifiable information for any purpose other than that for which it is submitted. Red Rabbit uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. The Site also processes billing and business requests related to Site participation.

(b) The information you provide to the Site may also be collected, used, analyzed and/or processed by Red Rabbit, or selected third parties on the Site's behalf, for marketing and other business purposes. Before Red Rabbit uses the information, however, Red Rabbit will notify users and offer users the opportunity to opt-out if a user wishes not to have personal identifying information used in this way.

3. Agents. Red Rabbit employs or engages other companies and individuals to perform business functions on behalf of the Site. These persons are provided with personal identifying information required to perform their functions, but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from user lists, analyzing data, providing marketing assistance, processing credit card payments and providing user services.

Any supplied billing information shall be encrypted for transmittal to a third party intermediary for processing. Such billing information is used only to bill you for those products or services you choose to purchase and/or subscribe through the Site. The encryption process is designed to scramble your billing information for protection against unauthorized misappropriation by third parties. As the technological landscape is constantly changing, no security system is absolutely secure. Red Rabbit cannot and does not guarantee the security of any of its databases and information contained therein, nor can Red Rabbit guarantee any supplied information will be absolutely secure from interception during transmission to the Site over the Internet.

4. Red Rabbit may release personal information to appropriate governmental authorities where release is required by law (for example, a subpoena) or by a regulation, or is requested by a government agency conducting investigations or proceedings.
5. Data Tracking and Cookies. The Site is not set up to track, collect, or distribute personal information not entered by visitors. The Site logs do generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for internal purposes by technical support staff to provide

better services to the public and may also be provided to others, but, again, the statistics contain no personal information and cannot be used to gather such information.

(b) Use of Cookies. The Site, or its third party vendors, collects non-identifiable and personal information through the use of various technologies, including "cookies". A cookie is an alphanumeric identifier that a Web site can transfer to user's hard drive through user's browser. The cookie is then stored on user's computer as an anonymous tag that identifies the user's computer, but not the user. Cookies may be sent by the Site or its third party vendors. Customer can set its browser to notify user before a cookie is received, giving an opportunity to decide whether to accept the cookie. Customer may also set its browser to turn off cookies; however, some Web sites may not then work properly.

(c) Collection of Non-Identifiable Information. The Site may collect non-identifiable information from user visits to the Site in order to provide better user service. Examples of such collecting include: traffic analysis, such as tracking of the domains from which users visit, or tracking numbers of visitors; measuring visitor activity on the Site; Site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Red Rabbit or its contractors may use this data to analyze trends and statistics.

6. Information Security & Commitment to Online Security. Red Rabbit employs physical, electronic and managerial procedures to safeguard the security and integrity of personal information. To achieve information security and quality, Red Rabbit implements appropriate measures and processes, such as using encryption when transmitting certain sensitive information.

(b) No Liability for Acts of Third Parties. Red Rabbit will exercise all reasonable efforts to safeguard the confidentiality of user personal information. However, as the technological landscape is constantly changing, no security system is absolutely secure. Consequently, Red Rabbit shall not be liable for unauthorized disclosure of personal information due to no fault of the Site including, but not limited to, errors in transmission and unauthorized acts of third parties.

(c) Unauthorized Third Party Attempts to Secure Information. Users hereby acknowledge and agree that any personal information disclosed on or through the Site shall be at his or her own risk with a reasonable understanding and awareness of the attendant security and privacy risks, including but not limited to the limitations on the security and authentication measures employed by the Site, attempts, threats, and schemes employed by third parties to eavesdrop, phish, crack, hack, and falsely retrieve passwords, and attempts, threats, and schemes employed by third parties to damage, contaminate, or otherwise compromise user computers through viruses, trojan horses, worms, time bombs or cancelbots, or other types of malicious computer code, materials, and components. Users hereby acknowledge that Red

Rabbit shall bear no liability or responsibility for any damages arising out of or in connection with any inadvertent disclosure of any user personal information.

7. Questions, Problems and Complaints. If you have a question about this policy statement, or a complaint about Red Rabbit compliance with this privacy policy, you may contact Red Rabbit by e-mail at [Support@MyRedRabbit.com](mailto:Support@MyRedRabbit.com).

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