

## **Easel Solutions Privacy Policy**

September 2019

Easel Solutions, Inc. (“**Company**” or “**We**” or “**Us**”) respect users’ (“**You**” or “**Your**” or “**Users**”) privacy and are committed to protecting it through our compliance with this privacy policy (“**Privacy Policy**” or “**Policy**”). This policy describes:

- The types of information we may collect or that you may provide when you install, register with, access, or use the Easel Solutions Service (“**Service**”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.
- This policy applies only to information we collect in this Service and/or, in email, text, and other electronic communications sent through or in connection with this Service and **ANY OTHER SOURCES**. This policy **DOES NOT** apply to any other information including any information that is publicly accessible by anyone.

**Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not register with or use the Service. By registering with, or using the Service, you agree to this privacy policy. This policy may change from time to time (see “CHANGES TO OUR PRIVACY POLICY”). Your continued use of this Service after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.**

### **Children Under the Age of 13**

The Service is not intended for children under 13 years of age, and we do not knowingly collect Personal Information from children under 13. If we learn we have collected or received Personal Information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@easel.care](mailto:info@easel.care)

### **Information We Collect and How We Collect It**

We collect information from and about users of our Service when users register with or use the Service.

## **Information You Provide to Us.**

Depending on how you use the Service, we may ask you to share personally identifiable information (“**Personal Information**”) with us. The Company does require that you at some point either during or after the account creation to provide the Company with your phone number. Your phone number is vital to the operation of the services the Company provides. In the process of using the Service you will be asked to provide certain information for any and all children you want to book care for, including: 1. How old is the child, 2. When the child needs care, 3. In what city does the child need care.

We may also, either during or after account creation process, use the Personal Information you have provided to us, request further Personal Information from you and/or use third party services, to verify your account information or compliance with Easel Solutions' Terms of Use.

We may use either your email address and/or your cell phone to send you account confirmations, and to otherwise provide services or information to you in connection with the Service, or to send you promotional emails, such as monthly newsletters, special discounts, and offers from licensed child care centers (including their associated personnel, “**Care Providers**”). If you would rather not receive promotional emails, please see the section below titled “**Your Choices About Our Collection, Use, and Disclosure of Your Information.**”

To process payments, we will send a PayPal invoice which a parent can pay with a credit card or your PayPal account. We do not collect or store your credit card information.

We also use your personal Information for administrative purposes, such as addressing account and payment issues, troubleshooting Service issues, responding to caretakers' inquiries and enforcing and applying our Terms of Use. We may also send you text message communications in connection with the Services.

## **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any Personal Information, to provide you with the Service and information about the Service, give you notices about your account, carry out and enforce any contracts entered into between you and us, including billing and collection

## **Disclosure of Your Information**

We may disclose personal information that we collect or you provide to us:

- To Care Providers that you have selected for the care of your child.
- Confidentially to our directors, officers, managers, and employees.
- To service providers, such as PayPal or other providers we may use from time to time to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Easel Solutions's assets, whether as an going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Easel Solutions about our Service users is among the assets transferred.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Service and billing and collection.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Easel Solutions our customers or others.

## **Your Choices About Our Collection, Use, and Disclosure of Your Information**

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **Promotion by the Company.** In the event that the Company sends promotional communications, and you do not want us to use your email to send you promotional offers, then please contact us at [info@easel.care](mailto:info@easel.care) or unsubscribe from promotional communication.

## **Accessing and Correcting Your Personal Information**

You may also send us an email at [info@easel.care](mailto:info@easel.care) to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your

personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete User Generated Content, copies of your publicly posted information may remain viewable in cached and archived pages, or might have been copied or stored by other Service users. See our Terms of Use.

## **Data Security**

We take reasonable measures to protect any data, such as selecting reputable cloud and service providers. Also, we have implemented an internal security procedure to prevent unauthorized use, alteration, and disclosure of personal information. We will dispose of any business records in a responsible way, including shredding, erasing, or otherwise modifying the personal information in the records. However, if you wish to obtain more information of the Company's internal security procedure, then you may contact us at [info@easel.care](mailto:info@easel.care).

Furthermore, the safety and security of your information also depends on you. We urge be careful about giving out information in public areas and maintain control and custody of your electronic devices.

**Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Service. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.**

## **Changes to Our Privacy Policy**

We may update our privacy policy from time to time. If we make material changes to how we treat our users' Personal Information, we will post the new privacy policy on this Service.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address and/or phone number for you and for periodically visiting this privacy policy to check for any changes.

## **Disputes**

By choosing to visit our site, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the laws of The Commonwealth of Massachusetts, without reference to the choice of law or conflicts of law principles thereof, and will be subject to the dispute resolution clause contained in the Terms of Use applicable to the site. You also agree to abide by any limitation on damages contained in the Terms of Use of our site.

### **Questions; Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

#### **MAILING ADDRESS:**

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [info@easel.care](mailto:info@easel.care)