

PRIVACY POLICY

laurengoodkindchess.com

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www.LaurenGoodkindChess.com (“we” or “us”) is committed to protecting your privacy and creating a safe environment for you to enjoy your access and use of the website.

This privacy policy ("Policy") explains how we treat personally identifiable information collected in relation to your access and use of www.LaurenGoodkindChess.com (“Service”), so you can make an informed decision about using the Service.

We reserve the right to change the provisions of this Policy at any time. Material changes to the Policy will become effective at the time we notify you about them. All other changes or modifications will be effective 5 (five) days following their posting on our website, www.LaurenGoodkindChess.com. We encourage you to review this Policy from time-to-time to make sure that you understand how any personally identifiable information you provide to us or collected about you will be used. By continuing to use the Service, you agree to the terms of the Policy.

If you have questions or complaints regarding our privacy policy or practices, please contact us at support@chessbylauren.com.

What Is Personally Identifiable Information?

As used in this Policy, the term "personally identifiable information" means information that specifically identifies an individual (such as a name, user name or e-mail address) or information about that individual which is directly linked to information that specifically identifies the individual. Personally identifiable information does not include "aggregate" information, which is data we collect about the use of the Service or about a group or category of services or users, from which individual identities or other personally identifiable information has been removed. This Policy does not limit our collection and use of aggregate information.

What Information Do We Collect?

Active Collection: We collect information from you in various ways when you use the Service. For example, we collect information: (i) that you voluntarily provide to us (such as when you send us an email); and (ii) to which you provide us access. Such information may include personal information, such as your name, email address, and performance related data.

We do not ask you for, access or track any location based information from your mobile device at any time while using our Service.

Passive Collection: Passive Collection: When you use our Service, some information is also automatically collected, such as your Internet Protocol (IP) address, your operating system, the browser type, the address of a referring website, and your activity on the Service. We may also automatically collect certain logistical information in server logs, including information about how you use various features of the Service and information about the number, frequency and length of each session.

We may also automatically collect certain information through the use of "cookies" when you use the Service. Cookies are small data files stored on your hard drive at the request of a website. Cookies are used to administer the website, track users' movements on the site, generate statistics about activity on the website and analyze

trends, such as via our use of Google Analytics. An important function of cookies is to help us to improve the Service and your experience. If we link cookies to any personally identifiable information, we will treat this information as personally identifiable information. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions. However, if you choose to remove or reject cookies, this could affect certain features or services made available via the Service.

We may use web beacons or similar technology on the Service. We do not tie the information gathered by clear gifs to our customers' personally identifiable information. Web beacons are small, invisible graphic images that may be used on the Service to collect certain information and monitor user activity on the Service, such as to count visits, understand usage effectiveness and to tell if an email has been opened and acted upon. Such technologies are used to collect aggregate statistics related to usage of the Service and do not collect personally identifiable information.

How Do We Use the Personally Identifiable Information We Collect?

We use personally identifiable information collected through the Service for the purposes described in this Policy or elsewhere on the Service. For example, we may use personally identifiable information we collect:

- to process and complete any transactions in connection with the Service;
- to request feedback and to otherwise contact you about your use of the Service;
- to respond to your emails and questions and to provide customer service;
- to monitor and analyze the Service usage and trends;
- to support and assist in providing the Service, including providing customer service, such as response to inquiries and trouble-shooting requests;
- to personalize and improve the Service and our users' experiences with the Service ~~and Apps~~ (such as providing content or features that match interests) and to increase the Service's functionality and user friendliness;
- to send you confirmations, updates, security alerts, additional information about our services and support and administrative messages, and otherwise facilitate your use and our administration of the Service.;
- to notify you about important changes to the Service and its terms and policies.

Do We Collect and Use Children's Personally Identifiable Information?

No, we do not collect and use children's personally identifiable information. We do not collect personal information about children under 13 years of age. If we have a reason to believe that we have accidentally collected information from a child under 13, we will seek age verification via the email address associated with the user and will delete all related personally identifiable information in case we do not obtain verification by the user's affirmative action. If no email is associated with the related personally identifiable information, we will delete such information in its entirety.

What Personally Identifiable Information Do We Share With Third Parties?

We will not share the personally identifiable information we collect from you through the Service with third parties, except as described in this Policy or on the Service. For example, we may share personally identifiable information as follows:

- with consultants and other service providers (“Service Providers”) with the minimum amount of information necessary for the providing of the respective service;
- when you give us your consent to do so, including if we notify you on the Service that the information you provide will be shared in a particular manner and you provide such information;
- in an aggregated or anonymized form that does not directly identify you;
- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or to respond to lawful requests or legal authorities including, but not limited to, responding to lawful subpoenas, warrants, or court orders;
- to enforce or apply this Policy and our Terms of Service;
- and in connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition, or in any other situation where personally identifiable information may be disclosed or transferred as one of the business assets of www.LaurenGoodkindChess.com. Such disclosure will be made under strict confidentiality terms and only for the purpose of the related merger, sale of assets, financing or acquisition.

We will ask you for your consent before we share any personally identifiable information in a way not consistent with this Policy.

How Can You Access and Verify Your Personally Identifiable Information?

If your personally identifiable information changes, you would like to know what personal information we have collected for you, or you no longer desire our Service, you may request information, correct, update or delete your personal information by making the change in your user account or by emailing our Customer Support at support@chessbylauren.com. We will respond to your request to access or change within 30 days.

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

What Steps Do We Take To Protect Your Information Online?

We take reasonable, industry-standard measures to protect your personally identifiable information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can provide a guarantee against any interception or any other type of misuse. To assist with the protection of personally identifiable information, you must keep your password confidential and not disclose it to any other person. You are responsible for all uses of the Service by any person using your password. Please advise us immediately if you believe your password has been misused. If you have any questions about security on our website, you can contact us at support@chessbylauren.com.

Where Is Personally Identifiable Information Processed and Stored?

Personally identifiable information may be stored and processed in the United States as well as in other countries. We may transfer personally identifiable information to the U.S., including to Service Providers acting as our agents, for storage and processing for the purpose of providing you the Service. By providing personally identifiable information, you signify you understanding and affirmatively agree to such transfer, processing, and storage.

What Choices Do You Have Regarding the Use of Your Information?

You may "opt out" of receiving marketing or promotional emails from us by following the instructions in those emails or emailing us at support@chessbylauren.com. If you opt out, we may still send you non-promotional emails, such as emails about your account or our ongoing business relations.

How Is Your Personal Information Affected by Linked Websites and Third-Party Services?

You may reach other websites following links on www.LaurenGoodkindChess.com, such as Amazon.com and the US Chess Federation's store. Note that such third parties' privacy practices are outside of our control. We are not responsible for the actions of Service Providers or other third parties, nor are we responsible for any additional information you provide directly to any other users or third parties. We strongly encourage you to become familiar with third-party privacy practices before disclosing information directly to any such third parties.

Questions?

If you have any questions about this Policy, please contact us at support@chessbylauren.com.