

Privacy Policy

This privacy policy applies to the Peppy: AI Pets app (hereby referred to as "Application") for mobile devices that was created by Cloud Traffic Limited (hereby referred to as "Service Provider") as an Ad Supported service. This service is intended for use "AS IS".

Information Collection and Use

The Application collects information when you download and use it. This information may include information such as

- Your device's Internet Protocol address (e.g. IP address)
- The pages of the Application that you visit, the time and date of your visit, the time spent on those pages
- The time spent on the Application
- The operating system you use on your mobile device

The Application does not gather precise information about the location of your mobile device.

The Service Provider may use the information you provided to contact you from time to time to provide you with important information, required notices and marketing promotions.

For a better experience, while using the Application, the Service Provider may require you to provide us with certain personally identifiable information, including but not limited to Cloud Traffic Limited. The information that the Service Provider request will be retained by them and used as described in this privacy policy.

Payment information

We do not directly collect or store any payment card information entered through our Services, and instead rely on third-party payment processors (such as Apple or Google) to handle these payments. However, if you make a purchase on our website or subscribe to our paid plans (Plus version) of the App, we may receive certain information about your purchase, such as:

- Payment method (e.g. whether you used a Credit Card/PayPal),
- Full name of bank card or PayPal cardholder; and
- Shipping and/or Billing address.

Cancel a subscription

Important: When you uninstall the app, your subscription won't cancel.

Steps for Google Play:

1. On your Android device, go to subscriptions in Google Play.
2. Select the subscription you want to cancel.
3. Tap Cancel subscription.
4. Follow the instructions.

Steps for App Store:

1. Open the Settings App: Tap on the "Settings" icon on your home screen.
2. Tap Your Name: This should be at the top of the screen.
3. Tap "Subscriptions": This will show a list of all your active and expired subscriptions.
4. Select the Subscription: Tap on the subscription you want to cancel.
5. Tap "Cancel Subscription": You may need to scroll down to find this option.
Confirm the cancellation when prompted.

Interactive Features

When you use our Services, we and others who use our Services may also collect personal information that you share directly through our interactive features (e.g., comments you may post on our social media pages). Any information you provide using the public sharing features of the Services will be considered "public," unless otherwise required by applicable law, and is not subject to the privacy protections referenced in this Privacy Policy. Please exercise caution before revealing any information that may identify you in the real world to other users. The interactive features are not present within the child-directed properties of our Services.

Voice and camera access

The App also allows parents to enable access to the device's microphone and camera. Voice, images, and video are never transmitted off the device or collected by Lingokids, and Lingokids does not store and cannot access audio or visual recordings on the user's device. The App includes certain interactive games for which spoken responses are required to advance and complete activities. Although our speech recognition technology records and recognizes the user's answers in order to correctly develop the activity or game and its functionalities, the technology does not collect any information that would identify individual speakers, such as a voice print. Moreover, the recording is only stored on your devices. This information does not travel and is not stored on our systems or servers, nor can it be accessed, played or broadcast by us.

You can check the permission settings of your device to see what information the App may access. That said, if you disable access to the device's microphone and camera, certain features or functions of the App may not work properly.

Feedback Data

We may collect additional personal information when parents or adults voluntarily complete a customer survey, participate in our customer forums and panels, or provide feedback on any of our Services.

Product and Content Research and Development Activities

On occasion, we may contact you and other users to ask you to participate in optional interviews, surveys, or qualitative research sessions. These surveys will be conducted with your express permission only, and the categories of personal information we collect and the purposes for which they are gathered will be disclosed to you in advance of each session.

Your Communications with Us

When you contact us, such as to request customer support or to partner with us, we may collect your name and surname, email address, and any other information you provide us during our communication.

Conferences, Trade Shows, and Other Events

We may collect personal information from individuals when we attend or host conferences, trade shows, and other events.

Information Collected Automatically

We collect certain information automatically when you use our Services. This information may vary, but primarily includes the following:

App and website activity and usage data

- Types of content viewed, downloaded, or interacted with
- Functions used and actions performed
- Information on when a user takes a screenshot within the app (note that we cannot see the contents of the screenshot)
- Frequency of use and duration of the activities and games
- Progress and achievements: activities completed, curriculum progress, grades, and progress reports (Plus version)
- Activation of notifications, including push notifications (collected only from users who have completed the onboarding process)
- Session duration
- Device and other mobile identifiers, including cookies
- IP address
- General device location data (derived from IP address)
- Internet service provider

- User settings

Crash Reports. If you provide crash reports, we may collect personal information related to such crash reports, including detailed diagnostic information about your device and the activities that led to the crash.

Third Party Access

Only aggregated, anonymized data is periodically transmitted to external services to aid the Service Provider in improving the Application and their service. The Service Provider may share your information with third parties in the ways that are described in this privacy statement.

Please note that the Application utilizes third-party services that have their own Privacy Policy about handling data. Below are the links to the Privacy Policy of the third-party service providers used by the Application:

- [Google Play Services](#)
- [AdMob](#)
- [Google Analytics for Firebase](#)
- [Facebook](#)
- [Unity](#)
- [One Signal](#)
- [RevenueCat](#)
- [Branch](#)

The Service Provider may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when they believe in good faith that disclosure is necessary to protect their rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- with their trusted services providers who work on their behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement.

Opt-Out Rights

You can stop all collection of information by the Application easily by uninstalling it. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

Data Retention Policy

The Service Provider will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. If you'd like them to delete User Provided Data that you have provided via the Application, please contact them at admin@cloudtraffic.network and they will respond in a reasonable time.

Children

The Service Provider does not use the Application to knowingly solicit data from or market to children under the age of 13.

The Application does not address anyone under the age of 13. The Service Provider does not knowingly collect personally identifiable information from children under 13 years of age. In the case the Service Provider discover that a child under 13 has provided personal information, the Service Provider will immediately delete this from their servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact the Service Provider (admin@cloudtraffic.network) so that they will be able to take the necessary actions.

Security

The Service Provider is concerned about safeguarding the confidentiality of your information. The Service Provider provides physical, electronic, and procedural safeguards to protect information the Service Provider processes and maintains.

Changes

This Privacy Policy may be updated from time to time for any reason. The Service Provider will notify you of any changes to the Privacy Policy by updating this page with the new Privacy Policy. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes.

This privacy policy is effective as of 2024-05-01

Additional Information for Residents of California, Virginia, Connecticut, Utah, Colorado, and Nevada

Personal Information We Collect And Share

The information we have collected within the last twelve (12) months about you, as well as the categories of third parties with whom we have shared this information, are described in the table below.

Categories of Personal Information Collected by Peppy: My Talking AI Pets

Category	Description	Category of Third Parties Personal Information is Disclosed to for a Business Purpose	Category of Third Parties to Whom Personal Information is Sold And/or Shared
<i>Identifiers</i>	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, other similar identifiers.	Service providers Advertising partners Data analytics providers	Advertising partners Data analytics providers
<i>Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))</i>	A name, physical characteristics or description, address, financial information.	Service providers Advertising partners Data analytics providers	Service providers Data analytics providers
<i>Protected classification characteristics under California or federal law</i>	Age, and optional national origin, citizenship, medical condition, physical or mental disability, sex (including gender) (if participating in optional surveys).	Service providers Data analytics providers	Service providers Data analytics providers
<i>Commercial information</i>	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Service providers Advertising partners Data analytics providers	Service providers Advertising partners Data analytics providers
<i>Internet or other electronic network activity</i>	Browsing history, search history, information on a consumer's interaction with an internet website, application, or advertisement.	Service providers Advertising partners Data analytics providers	Service providers Advertising partners Data analytics providers
<i>Sensory data</i>	Audio, electronic, visual, or similar information.	Service providers Advertising partners Data analytics providers	Service providers Advertising partners Data analytics providers
<i>Inferences drawn from other personal information to create a profile about a consumer</i>	Profile reflecting a consumer's preferences, characteristics, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Service providers Advertising partners Data analytics providers	Service providers Advertising partners Data analytics providers

USE OF PERSONAL INFORMATION

We may use or disclose the Personal Information we collect for the purposes outlined in Purposes for Processing Your Data above. Where required under applicable law, we will not collect additional categories of Personal Information or use the Personal Information we have collected for materially different, unrelated, or incompatible purposes without first providing you notice.

SALES/SHARING OF PERSONAL INFORMATION

Lingokids does not “sell” personal information, nor do we have actual knowledge of any “sale” of personal information of minors under 16 years of age as the term “sell” is commonly understood. That said, we may share information collected from parents with third-party advertising partners for the purpose of promoting our Services as described above. You may limit such sharing by following the instructions found above in the section titled “Your Choices and Rights,” or by contacting us as set forth in “Contact Us” below.

YOUR RIGHTS AND CHOICES

Subject to applicable law, if you are a resident of California, Virginia, Connecticut, Utah, or Colorado, you may have the following rights:

To Know and Access: to obtain a copy of the specific pieces of Personal Information we have collected about you. (Note that this right only applies to Personal Information relating to you, and not to any other user.)

Deletion: to request that we delete your Personal Information. This right may be limited to the extent that we are permitted or required by applicable law to retain certain information. (Note that if you request deletion of your Personal Information, you may no longer be able to use or access the Services. If you decide to use or access the Services again, we may consider this a new account, and may collect Personal Information associated with that account in accordance with this Privacy Policy.)

Opt-Out of “Sale” and Certain Sharing Practices: you have the right to opt-out of certain information sharing practices with third parties who do not act as our service providers. In some states, like California, this information sharing may qualify as a “share” or a “sale,” while in other states, like Virginia, this information sharing may qualify as “targeted advertising” (collectively, “personalized advertising”). If you wish to opt-out of personalized advertising, you can opt out of said sharing by following the instructions in “Your Choices and Rights” above, or by contacting us as set forth below.

Correction: to request the correction of inaccurate Personal Information that we may have on file about you.

Obtain additional details regarding our information practices: You may have the right to request disclosures regarding our information practices. (Note that this information is generally available in this Privacy Policy).

We will not discriminate against you, in terms of price or services that we offer, if you exercise any of the rights listed above.

Verification and Appeal Process: We are required by law to take reasonable steps to verify your identity prior to responding to your request. Please note that your exercise of these rights is subject to certain exemptions to safeguard the public interest (e.g., the prevention or detection of crime) and our interests (e.g., the maintenance of legal privilege). If we are unable to process your request via you authenticating yourself on the Services, we may verify your request by asking for information sufficient to confirm your identity, such as your name, email address, and phone number.

Requests to exercise these rights may be granted in whole, in part, or not at all, depending on the scope and nature of the request and as permitted by applicable law. Where required by applicable law, we will notify you if we reject your request, and notify you of the reasons we are unable to honor your request.

If you are a resident of Colorado, Virginia, or Connecticut, you have the right to appeal a request we deny when we have verified your identity and still decline to honor your request. The process for that appeal will be sent to you separately if your request is denied.

Authorized Agent: Depending on where you live, you may have the right to use an authorized agent on their behalf to exercise a privacy right discussed above. If you are an authorized agent acting on behalf of a user to communicate with us or to exercise a privacy right discussed above, you must be able to demonstrate that you have the requisite authorization to act on behalf of the user, and have sufficient access to that user's laptop, desktop, or mobile device to exercise that user's right digitally. If you are an authorized agent trying to exercise rights on behalf of one of our users, then you can make a request on the user's behalf by contacting us as set forth below in the "Contact Us" section: Such requests must include the following information: (1) a written authorization from the consumer that includes the consumer's full name, address, telephone number and valid email address used by the consumer to interact with us, that is signed by the consumer and clearly bestows upon the agent the proper authority; and (2) a certificate of good standing with your state of organization. Alternatively, an acting agent can provide a valid power of attorney signed by the consumer on the agent's behalf and a valid email address used by the consumer to interact with us. The email address of the consumer will be used to separately verify the agent's authority with the consumer.

Refer-a-Friend, Promotions, and Similar Incentive Programs: We may offer referral programs, promotions such as sweepstakes, or other incentivized information collection programs. We may offer incentives to you such as discounts or promotional items or credit in connection with these programs, wherein you provide Personal Information regarding your friends or colleagues (such as their email address) and receive rewards when they sign up to use our Services. (The referred party may also receive rewards for signing up via your referral.) Alternatively, we may ask you to provide your Personal Information in exchange for a reward or participation in a promotion. These programs are entirely voluntary and allow us to grow our business and provide additional benefits to you. The value of your information to us depends on how you ultimately use our Services, whereas the value of the referred party's information to us depends on whether the referred party ultimately uses our Services. Said value will be reflected in the incentive offered in connection with each program. You may withdraw from the incentives at any time. In order to withdraw from the financial incentive, please contact us as described below.

De-Identified Information. If we create or receive de-identified information, we will not attempt to reidentify such information, except to comply with applicable law.

Right for minors to remove posted content. Where required by law, California residents under the age of 18 may request to have their posted content or information removed from the publicly-viewable portions of the Services by contacting us directly as set forth in Contact Us below or logging into their account and removing the content or information using our self-service tools.

SUPPLEMENTAL NOTICE FOR NEVADA RESIDENTS

If you are a resident of Nevada, you have the right to opt-out of the sale of certain personal information to third parties who intend to license or sell that personal information. You can exercise this right by contacting us at admin@cloudtraffic.network with the subject line "Nevada Do Not Sell Request" and providing us with your name and the email address associated with your account. Please note that we do not currently sell your personal information as sales are defined in Nevada Revised Statutes Chapter 603A. If you have any questions, please contact us as set forth in Contact Us below.

"Shine the Light" Disclosure

The California "Shine the Light" law gives residents of California the right under certain circumstances to request information about whether we disclose certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. To make such a request, please email us at admin@cloudtraffic.network.

Your Consent

By using the Application, you are consenting to the processing of your information as set forth in this Privacy Policy now and as amended by us.

Contact Us

If you have any questions regarding privacy while using the Application, or have questions about the practices, please contact the Service Provider via email at admin@cloudtraffic.network.