

Little Essentials Privacy Policy

Last Updated 7/5/2023

This Privacy Policy applies to your access and use of all services that are made available through the Little Essentials website, located at littleessentials.org “(the “Site”), and is incorporated into and is subject to the Little Essentials [Terms of Use]¹ (the “Terms”). Capitalized terms that are not defined in this Privacy Policy have the meaning given to them in the Terms.

This Privacy Policy only applies to information collected on the Site and is not intended to fully describe the privacy policies of Little Essentials. It describes the information that we may gather from you in connection with your access of the Site, how we use and disclose your information, and the steps we take to protect your information. By using the Site, you consent to the privacy practices described in this Privacy Policy.

The information that we collect:

- **Personal Information**

Generally, you can visit the Site without telling us who you are or revealing any Personal Information (when we use the term “Personal Information,” we mean information that can be associated with a specific person and can be used to identify that person, such as name, e-mail address, mailing address, mobile phone number, age, gender, date of birth, as well as additional sensitive information such as your social security number, financial information, financial account information, and other similar types of information). If you do provide us with Personal Information, we will store and use that information in accordance with this Policy. For example, you may provide us with Personal Information when you fill out forms or fields on the Site (including for purposes of filling out an order form, making a donation, signing up for our newsletter or an educational workshop, or signing up to volunteer with us or to drop off a donation at our warehouse) or when you contact us or request information about us, the Site and our services (whether by email or other means).

- **Cookies Information**

We may use Google Analytics or a similar service that uses Cookies to help us analyze how users use the Site. Additionally, if you access and use the websites of the third parties that we link to on our Site, such third parties may send Cookies to your computer or mobile device in accordance with their privacy policies and terms of use.

How we use the information we collect:

¹ Note to Little Essentials: Please hyperlink the Terms of Use on the live website.

- We may use non-identifying information about your use of the Site to understand and analyze the usages trends and preferences of our users, to improve the Site, and to improve fraud detection and information security.
- We may use your e-mail address or other Personal Information to contact you for administrative purposes, and to generally support and facilitate the provision of our services, programs and activities. We may also enter your information into one of our databases so we can contact you to provide information about our programs and events (including through our newsletter) or request donations. Generally, you can opt-out of receiving our communications (including our newsletter) by following links provided in the messages, or by contacting us directly at [info@littleessentials.org]².
- We may use Cookies information to: (a) monitor and analyze the effectiveness of the Site; and (b) monitor aggregate site usage metrics such as total number of visitors and pages viewed.

When we disclose information:

- We may disclose your information if required to do so by law or in the good-faith belief that such action is necessary to take precautions against liability; to protect Little Essentials from fraudulent, abusive, or unlawful uses or activity; to protect the security or integrity of the Site; to investigate and defend ourselves against any third party claims or allegations; to assist government enforcement agencies; or to comply with state and federal laws, in response to a court order, judicial or other government subpoena or warrant.
- We make certain information available to third parties to comply with various reporting obligations, and for business or marketing purposes. When possible, we provide this information in a de-identified way.
- We may work with third party service providers to provide website development, hosting, data storage, maintenance, payment processing and other services for us. To the extent it is necessary for these third party service providers to complete their contractual obligations to us, these third parties may have access to or process your information.
- In the event Little Essentials were to be engaged in or contemplating a divestiture, merger, consolidation, or asset sale, or in the unlikely event of a bankruptcy, Little Essentials may transfer or assign the data, including Personal Information, that we have collected from users.

Your Choices:

² Note to Little Essentials: Please confirm this is the appropriate email.

- You may, of course, decline to share certain information with us, in which case we may not be able to provide to you some of the features and functionality of the Site or certain of our services.
- If you do not wish to receive email communications or newsletters from us, you can opt-out of receiving email information from us by using the unsubscribe process at the bottom of the email or emailing [info@littleessentials.org]³. Although your changes are reflected promptly in active user databases, we may retain all information you submit for a variety of purposes, including backups and archiving, prevention of fraud and abuse, and analytics.

Our Commitment to Children's Privacy:

Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or maintain information from persons under 13 years of age, and no part of the Site are directed to persons under 13 years of age. If you are under 13 years of age, then please do not use or access the Site at any time or in any manner.

Our Commitment to Data Security:

We use certain physical, managerial, and technical safeguards that are designed to protect the integrity and security of your information; however, no security measures are perfect or impenetrable, so we cannot ensure or warrant the security of any information you transmit to us through the Site, and you do so at your own risk. We also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

We retain information as long as it is reasonably necessary and relevant for our operations, and/or to comply with the law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, or enforce our Terms or other agreements.

Visitors from Outside the United States:

This Site is controlled and operated by Little Essentials in the United States. If you choose to access the Site from outside the United States, you acknowledge that you will be transferring your information, including Personal Information, outside of those regions to the United States for storage and processing, as necessary to provide to you the services available through the Site.

Depending on the jurisdiction in which you reside, you may have the right to access, correct, delete, or restrict use of certain Personal Information covered by this Privacy Policy. Depending on the jurisdiction, you may also have the right to request that we refrain from processing your Personal Information. Please bear in mind that if you exercise such rights this may affect our ability to provide our services. For inquiries about your Personal Information, please contact us

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by e-mail at [info@littleessentials.org]⁴, or through any of the contact information provided below. While Little Essentials will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such requests, if allowed or required by applicable laws. Please note that it may take some time to process your request, consistent with applicable law.

Limitation of Liability:

By accessing this Site and/or providing us with Personal Information and other data, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of such information. In addition, while we take efforts to ensure the proper and appropriate use of data by our service providers that may receive your information from us, we are not responsible for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of your information caused by those service providers.

Changes and Updates to this Privacy Policy:

We reserve the right to make changes to this Privacy Policy at any time. We will notify you about significant changes in the way we treat your information, including by placing a prominent notice on the Site or by sending you an email so that you can choose whether to continue using the Site. Material modifications are effective 30 calendar days after our initial notification or upon your acceptance of the modifications. Immaterial modifications are effective upon posting of the updated Privacy Policy or Terms on the Site. Please revisit this page periodically to stay aware of any changes to this Privacy Policy. For the avoidance of doubt, disputes arising hereunder will be resolved in accordance with the Privacy Policy in effect at the time the dispute arose.

Our Contact Information:

Please contact us with any questions or comments about this Privacy Policy, your Personal Information, our use and disclosure practices, or your consent choices by e-mail at [info@littleessentials.org]⁵ or at our mailing address below:

Little Essentials
[76 Grand Avenue, #1C, Brooklyn, NY, 11205
Attn: Privacy]⁶

⁴ Note to Little Essentials: Please confirm this is the appropriate email.

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⁶ Note to Little Essentials: Please confirm this is the appropriate mailing address.