

SUGAR LULU PRIVACY POLICY

At Sugar Lulu, we take safety and privacy very seriously—especially when it comes to children. The following Privacy Policy explains how Sugar Lulu is committed to protecting your privacy online in a clear question-and-answer format that makes it easy for you to navigate, read, and understand how we are dedicated to treating your personal information with care and respect.

PLEASE NOTE:

A CHILD UNDER THE AGE OF 13 MUST GET PARENTAL OR GUARDIAN CONSENT BEFORE GIVING OUT EMAIL ADDRESSES OR ANY PERSONAL INFORMATION TO SUGAR LULU. IF YOU ARE UNDER 18, PLEASE READ THIS POLICY WITH YOUR PARENTS AND BE SURE TO COMPLETE THE PARENTAL CONSENT FORM BEFORE SHARING ANY PERSONAL INFORMATION WITH US.

Please read and send us a complete, signed [Parental Consent Form – found on our website](#)— via one of the following options:

- Email to marketing@sugarlulu.com
- Fax to 203-842-2198
- Mail to Sugar LuLu, “The Mill”, 49 Richmondville Avenue, #116. Westport, CT 06880

IF I AM OVER 18 OR MY CHILD IS 13 OR OVER, DOES SUGAR LULU COLLECT PERSONAL INFORMATION ABOUT EITHER OF US?

Sugar LULU never requires anyone on the Sugar Lulu website to share any personal information about themselves in order to use the site. We do not collect any personal information from you or your child unless it is voluntarily provided, for instance when sharing your ideas, entering a contest, inquiring about becoming a Sugar Lulu girl, submitting your photos or videos, asking us a question, or more. When specifically asking for personal information, we generally ask for your name and email address. Please read on to learn about how we may use this information.

IF MY CHILD IS UNDER 13, DOES SUGAR LULU COLLECT ANY PERSONAL INFORMATION ABOUT HER?

We do not collect personal information online from children under 13 without first obtaining their parent or guardian’s consent. If your child is under 13 and wants to use portions of our site under special circumstances that require us to obtain personal information, such as to share an idea, enter a contest, inquire about becoming a Sugar Lulu girl, submit a photo or video, or ask us a question, we may request a name and email address. Sometimes we may request a last name, address, or phone number—only after receiving your consent—when such personal information is necessary, for instance if we needed to mail your child a prize. If, at any time, you do not wish for your child to continue receiving email or information from us—such as contest announcements, upcoming events, ways to get involved, etc.—or you wish for your child’s information to be deleted, you may email us at marketing@sugarLULU.com, or write to us at Sugar Lulu, LLC, PO Box 1313, Norwalk, CT 06854. Attn: Sugar LULU Girls

ARE ALL SUBMISSIONS, POSTS, PHOTOS, STORIES, AND COMMENTS SCREENED PRIOR TO POSTING?

Anything that is submitted on the Sugar Lulu website by our users, whether it’s a comment, contest entry, photograph, video, question, answer, or anything else, is screened by an adult regardless of the age of the person submitting. We screen out any personal/identifiable information, in addition to ensuring that the language and content is appropriate for the 8-14 age group. NOTHING IS EVER POSTED WITHOUT BEING REVIEWED FIRST!

WHAT DOES SUGAR LULU DO WITH COLLECTED INFORMATION?

Sugar Lulu uses the personal information we collect for the purposes indicated at the time you or your child (with your consent) provides such information. For instance, if you or child submits a photo of your pet, we may use the information provided to post the photo on our website and designate the first name and pet’s name (or just the pet’s name, if desired) to our site. Or, if you or your child enters a contest, we

will use the information and picture provided to notify contest winners. We will never post last name, address or town. We may also disclose collected information to service providers who support the operations of our website and who do not use or disclose the information for any purpose, or other when required to do so by law, for example, in response to a court order or subpoena. Furthermore, to the extent permitted by applicable law, we may disclose collected information to a law enforcement's agency's or other public agency's (including schools or children services) request or if we feel that such disclosure may prevent the instigation of a crime. If we sell all or part of our business or make a sale or transfer of our assets or are otherwise involved in a merger or business transfer, we may transfer collected information to a third party as part of the transaction, to the extent permitted by law.

DOES SUGAR LULU SHARE OR PROVIDE INFORMATION ABOUT ME WITH OTHERS?

Except as described in this policy, we never share personal information that we receive online with other companies outside of Sugar Lulu. In special circumstances, Sugar Lulu may allow other companies access to our personal information database. Such special circumstances may be necessary to allow access for providing maintenance to our database, software, servers or routers, for updating security, for helping to process and fill orders or requests, or for providing other necessary services to Sugar Lulu. When we provide access to Sugar Lulu's personal information database, we require those other companies to sign confidentiality agreements promising to keep secret any information they see. If Sugar Lulu believes that anyone's behavior on our site may damage us, our site or anyone else; we may disclose to the appropriate authorities the relevant personal information in order to prevent this harm. In that case, we might try to identify the wrongdoer, contact them, or bring legal action against them. We may also disclose personal information if we believe that the disclosure is required by law, or in response to a proper legal request.

DOES SUGAR LULU COLLECT NON-PERSONALLY IDENTIFIABLE INFORMATION?

Sugar Lulu occasionally collects non-personally identifiable information automatically through the use of electronic tools such as "cookies". Cookies help provide a customized web experience by enabling us to identify web users who visit our website. You may choose not to provide such information by adjusting your internet browser security settings to refuse cookies. Refusing cookies, however, may limit your ability to access certain pages available on our website and may prevent you from enjoying the features on our website enabled by cookies.

DOES SUGAR LULU EVER COLLECT INFORMATION WITHOUT CONSENT?

When visitors come to our site, certain non-personally identifiable computer information may be passively collected. Such information may include the user's IP address, the web browser (e.g. Internet Explorer, Firefox, Safari) being used, the frequency with which a visitor visits part of our website, and information about the Internet Service Provider, in order to make our website more interesting and useful to our users and for various reasons related to our business. Sugar Lulu does not collect information passively through cookies or other tracking mechanisms except in the circumstances described above. Cookies do not contain any personal information about a specific user. We do not use cookies or other non-consensual methods to take personally identifiable or online contact information about you or your family off of your computer. Except for certain activities, addressed above, Sugar Lulu does not use cookies for direct marketing or promotional purposes. Cookies are also not used to collect information specifically about you or your family for sharing with third parties.

Thank you for reading our Privacy Policy. We hope it gave you a clear understanding of our commitment to keeping your information safe and private. Please note that we may change our policy from time to time. If you have any questions or concerns, please feel free to contact us at any time. Use of this site signifies your acceptance of the terms and conditions.

SWAK,
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The Mill
49 Richmondville Avenue, #116
Westport, CT 06880