



Privacy Policy

Updated March 12, 2009

This Privacy Policy applies to the following website (the "Site"): www.LAIKA.com. The Site is owned, operated, licensed or controlled by LAIKA, Inc. ("LAIKA"). We know that you care about how information about you is used and shared, and your privacy is of the utmost importance to LAIKA. We promise that we will use information about you carefully and sensibly. This Privacy Policy describes the information that we collect about visitors to our Site, how we use that information and how we protect that information. It also discusses certain choices you have regarding your personal information. This Privacy Policy applies only to information collected on this Site and does not apply to information collected by LAIKA through any other means.

BY USING THIS SITE, YOU CONSENT TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY AND TO OUR PROCESSING OF PERSONAL INFORMATION FOR THE PURPOSES STATED BELOW. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY, PLEASE DO NOT USE THE SITE.

PERSONAL INFORMATION WE COLLECT

Automatically Generated Information. Whenever you visit the Site, we receive and store information about that visit. For example, we obtain information about you and your Web browser, including:

- The Internet Protocol (IP) address that connects your computer to the Internet;
- Your email address and confirmation when you open an email sent from the Site;
- Your user name(s) and password(s);
- Your browser type and version, operating system and platform, and other computer and connection information;
- The date, time and full Uniform Resource Locators (URLs) of your clicks to, through and from the Site;
- Services you search for on the Site, view and/or use; and
- Sections of the Site you visit.

There are companies that provide tools that allow you to visit websites anonymously. While use of these tools may prevent us from providing you with personalized service, you should be aware that this option is available.

Information You Provide. When you visit our Site, you may be asked to provide personally identifiable information in order to take advantage of the products and services offered through the Site, including without limitation: your name, address, birth date, telephone and fax numbers, email address, credit card information, and communication preferences. Of course, we also collect the information that you choose to provide when you submit a transmission or other materials to the Site. You may always choose not to provide the information we request; however, you may then be unable to take advantage of the features and services we offer on our Site. If you are under 13 years of age, you and your parent must review the section below titled “Policy Regarding Children”, which will govern your provision of personally identifiable information.

Information from other Sources. From time to time we may purchase or otherwise acquire information about you from other sources and add it to our database, including updated address information, customer lists, email address lists, etc.

HOW WE USE INFORMATION WE COLLECT

We understand that your personally identifiable information is private and confidential. That’s why we want you to know what information we need to offer our services to you, and how we use that information. We use information about you in order to provide the services described in our Site. In addition, we may share customer information with our affiliates and as described below.

No Sale of Personal Information. Be assured that we will not sell your personal information to others except in connection with a sale of our assets, or a change in control transaction involving LAIKA, LLC.

Third Party Service Providers. We may, from time to time, engage others to provide services to LAIKA, to you, and to other visitors to our Site. For example, we may engage other companies to host, operate and maintain our Site, analyze data, and provide marketing assistance. We will give those service providers access to your personal information, but only to the extent necessary to do their jobs. Although we use reasonable precautions to ensure that our third party service providers protect your personal information, we cannot guarantee that those companies will protect your personal information to the same extent described in this Privacy Policy.

Statistical Information. LAIKA shares some information about its visitors with business partners, sponsors and other third parties; however, that information is statistical in nature and does not identify specific individuals.

Emails. From time to time, we may send you email messages, to keep you apprised of your, Site developments, to inform you of new offers, and to deliver email newsletters to which you have subscribed. We may use a bulk email service to distribute that information. Included in each of these messages are simple instructions on how to remove yourself from these mailings if you do not wish to receive them in the future.

Mailings. If you supply us with your postal address, you may receive periodic mailings from LAIKA, with information on new products and services, or upcoming events. If you do not wish to receive such mailings, please let us know via e-mail at ask_us@laika.com.

Other Disclosures/Use. There are some situations where we may need to disclose information to organizations or entities not described in our Privacy Policy here. We will disclose your personal information if we believe, in good faith, that it is required to do so: (a) by law or to comply with a subpoena or court order; (b) to protect and defend our rights or property; or (c) in an emergency to protect the personal safety of our customers, visitors or the public.

COOKIES AND WEB BEACONS

Upon your first visit to our Site, our Site may send a “cookie” to your computer. “Cookies” are alphanumeric identifiers that we place on your computer’s hard drive through your Web browser to enable our servers to recognize your browser. A cookie is a file that identifies you as a unique user, and while it does store personal preferences and user data, a cookie does not identify you by name. We use cookies on our Site to help provide you with a more personalized browsing experience, and to help us better understand and improve our Site and its services. While you are free to disable cookies on your browser to use our Site, some of our features may not work if cookies are disabled. For example, without cookies, you may not be able to set customized searches, personalized preferences or other customized preferences.

Our Site may also use “Web beacons” in conjunction with cookies to compile aggregate statistics about Site usage. A “Web beacon” is an electronic image, called a single-pixel (1×1) or clear GIF. Web beacons can recognize certain types of information on your computer, such as your cookie number, time and date of a page view, and a description of the page where the Web beacon is placed. We use these Web beacons to tailor our Site to provide better customer service. These Web beacons often work in conjunction with cookies but browsers can be set to refuse cookies or to provide warning whenever cookies are being received.

LINKS TO OTHER WEBSITES

When you visit our Site, you could be directed to, or provided with links to, third party websites that are beyond our control, and that are outside our service. For example, if you click on a third party link, the click may take you from our Site to the website of that other company or person. Those other website may not have privacy policies or may have privacy policies that are not as protective of your personal information as this Privacy Policy. These other websites may send their own cookies to visitors, collect data or solicit personal information. We strongly recommend that you review and understand the privacy policies of the websites you visit, whether you visit those website directly or through a link from a page on our Site.

POLICY REGARDING CHILDREN

Overview. We at LAIKA believe it essential that parents are involved in their children’s online experiences. The Children’s Online Privacy Protection Act (“COPPA”) requires us to inform parents and legal guardians about how we collect, use, and disclose personal information from children less than 13 years of age. This Section describes our practices with respect to information we collect from you, as well as from your child. Under COPPA, we may not, and we do not, condition your child’s participation in any LAIKA activity on the provision of more information than is reasonably necessary for your child to participate in that activity. This Section is in addition to the other provisions of this Privacy Policy, which will continue to apply.

Except as otherwise provided in these Terms, we do not collect information about you or your child when you visit our Site unless you choose to provide information to us. When the Site needs to collect information about a child under 13 years old, COPPA required information and instructions will be provided by the specific Site page that collects information about the child. The Site page will specify exactly what the information will be used for, who will see it, and how long it will be kept.

There are several exceptions that permit collection of a child’s email address without receiving parental consent in advance:

- To provide the parents with notice and to seek consent for communications with the child. Note: this may require collection of the parent’s email address as well.
- To respond to a one time request from a child.

- To respond more than once to a child's request; i.e., subscription to a newsletter. However, parental consent is required prior to the second communication.
- To protect the safety of a child who is participating on the site; i.e., in a chat room.
- To protect the site or to respond to law enforcement; i.e., in the case the Site is compromised.

Collection of Personally Identifiable Information Collected from Children. In order to submit drawings or other materials to the Site, and to receive proper credit for such submission, we will directly collect personally identifiable information about you and your child, including (i) your first and last name, your email address, and your date of birth; and (ii) your child's name and date of birth.

Parental Consent. When your child is asked to provide personally identifiable information, we will first collect your (the parent's) email address and use this information to contact you (the parent) by email to notify you that your child wishes to provide personally identifiable information to us, describe the purposes for which the personally identifiable information is collected, and provide you an opportunity to opt-out of the collection of the information. The email will include details on how the parent may (i) provide LAIKA with consent; (ii) prohibit LAIKA from any further contact with the child; or (iii) delete the child's personally identifiable information. You have the option to consent to the collection and use of your child's personally identifiable information without consenting to our disclosure of such information to unaffiliated third parties.

Use of Personally Identifiable Information Collected from Children. When we collect personally identifiable information from children, we will only use that information for the express purpose for which it was collected.

Sharing of Personally Identifiable Information Collected from Children. Except as provided above, we do not share personally identifiable information collected from children with any unaffiliated third parties.

Note to Parents and Legal Guardians. Please contact LAIKA at any time regarding privacy questions or concerns, or to request to review what personally identifiable information we have collected from a child. Parents may also contact us at any time to request that we delete the personally identifiable information of a child or a parent and/or refuse to permit further collection or use of a child's information. We will take steps to ensure that any person contacting us for a child's information is that child's parent or guardian. If we become aware that we have inadvertently received personally identifiable information from a user under the age of thirteen other than in a legally permissible situation, we will delete the information from our records as soon as we discover it.

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INTERNATIONAL TRANSFER OF INFORMATION

If you choose to provide us with personally identifiable information, LAIKA may transfer that information to its affiliates and subsidiaries or to other third parties, across borders, and from your country or jurisdiction to other countries or jurisdictions around the world. If you are visiting from the European Union or other jurisdictions with laws governing data collection and use that may differ from U.S. law, please note that you are transferring your personally identifiable information to the United States which does not have the same data protection laws as the EU or such other jurisdictions, and by providing your personally identifiable

information you consent to: (1) the use of your personally identifiable information for the uses identified above in accordance with this Privacy Policy; and (2) the transfer of your personally identifiable information to the United States as indicated above.

HOW WE PROTECT YOUR INFORMATION

We understand that you are providing personal information to us. While we have gone to great lengths to describe what it is that we collect and how we use it, we would also like you to know how we protect your information. It is our intention to treat your account information with the highest level of care. Along those lines, we have implemented industry standard firewall protection and password protected all of the databases that contain your information. Although we use reasonable precautions to keep your personal information secure, we cannot be responsible for any breach of security or for the actions of any third parties. Further, our Privacy Policy does not extend to anything that is inherent in the operation of the Internet, and therefore beyond our control.

MISCELLANEOUS

Disputes regarding use of Personal Information. All disputes regarding our use of your personal information and/or the terms of this Privacy Policy will be resolved as more specifically provided in our Site's Terms of Use.

Accessing Your Personally Identifiable Information. We provide you with an opportunity to access your personally identifiable information to ensure it is correct, accurate and current. To edit your personally identifiable information, to be removed from our mailing list, if you would prefer that we do not share your information with third party marketers, or if you would like to update or edit your personally identifiable information, please contact our customer service representatives at ask_us@laika.com, or by phone at 503-225-1130.

Changes to this Privacy Policy. We reserve the right at our discretion to make changes to this Privacy Policy at any time. We will undertake reasonable efforts to notify you of material changes to this statement by providing notice on our Site. Please review this page periodically for changes.

Questions. If you at any time have questions about this Privacy Policy, please send your question via email to ask_us@laika.com or send via first class mail.