

PRIVACY POLICY

Little Free Library, Ltd. (“Little Free Library”) makes reasonable efforts to protect the privacy of your personal information. This privacy policy was created to demonstrate our commitment to fair information practices. This policy covers Little Free Library’s use of personal information that it collects when you use the website at <http://www.littlefreelibrary.org> (the “*Site*”). IF YOU DO NOT AGREE WITH THE TERMS IN THIS PRIVACY POLICY, DO NOT USE THE SITE.

1. Types of Information Collected

a. **Personal Information Collected.** There are areas on the Site where you can share information that is unique to an individual; such as your name, company name, postal address, e-mail address, phone number, zip code, and credit card information (“Personal Information”). You can also purchase products with your credit card. Accordingly, we may request your credit card information for shipping, billing, and credit card validation purposes. We ask for this information in order to deliver requested materials to you, respond to your questions, or deliver a product. If you communicate with us by e-mail or complete online forms, we may require Personal Information that personally identifies you. Little Free Library may also request your e-mail address or mailing address for the purposes of having someone contact you for additional information, or in response to your request for information from us. All of the foregoing is treated as Personal Information, as described in this policy.

b. **Information from Children.** Little Free Library does not knowingly solicit or collect information (including Data or Personal Information) from anyone under 13 years of age. The use of the Site by anyone under 13 years of age is prohibited. We ask that anyone under 13 years of age not submit information to us. However, when we e-mail information to you, we will provide prominently displayed instructions that show you how to unsubscribe from receiving such information. If your child subscribes to receive information from Little Free Library without your knowledge, simply follow the instructions on our e-mail and unsubscribe immediately. Parents can also contact our customer service department to access, change, or delete the Personal Information that has been submitted by a child.

c. **Cookies.** Little Free Library may collect information about you and your use of the Site whenever you visit the Site. Please note that Little Free Library uses the Pinterest tag, a piece of Javascript code that may track the pages you visit on the Site and the purchases you make. Other data that we may collect includes information such as entry and exit points for the Site (*i.e.*, referring URLs or domain names), site traffic statistics, operating system and browser type (collectively “Traffic Data”). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site. In addition, when you request pages on the Site, our servers automatically log your IP address. An IP address is a number that is automatically assigned to your computer or mobile device whenever you are surfing the

Web. Little Free Library may store some information on your computer or mobile device in the form of a “cookie” or similar file to help us maintain and improve the Site in many ways. A “cookie” is a small amount of data that is transferred to your browser by a Web server and can only be read by the server that gave it to you. It functions as your identification card, recording such things as Internet addresses, passwords, and preferences. It cannot be executed as code or deliver viruses. With most Internet browsers, you can erase “cookies” from your computer or mobile device hard drive, block all “cookies,” or receive a warning before a “cookie” is stored. The “Help” portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Please refer to your browser instructions to learn more about these functions. Enabling cookies allows you to take full advantage of all the features on the Site and we recommend that you leave them turned on. If you elect to block the cookies, we will not be able to provide you with a personalized experience on the Site

BY ACCESSING OR USING THE SITES, YOU CONSENT TO LITTLE FREE LIBRARY’S USE OF COOKIES ON YOUR COMPUTER OR MOBILE DEVICE HARD DRIVE.

- d. **Do Not Track Signals.** The Site does not respond to Do Not Track signals.

2. Use of Data and Personal Information Collected

Little Free Library will use the Data and Personal Information directly submitted by you for the purpose for which it was provided. Little Free Library may also use Personal Information you provide to us to contact you for reasons related to your original communication to us. Little Free Library may use your Personal Information to customize your experience on the Site and display content that we think you might be interested in according to your preferences. Little Free Library may also provide the Personal Information submitted by you to third party businesses who Little Free Library believes may provide products or services of value to you or to intermediaries who may identify such businesses. Little Free Library may use the Personal Information on its own behalf for these purposes. Little Free Library may use the Data in connection with the development, design, marketing or quality improvement of the Site and for Little Free Library 's general business purposes. Little Free Library may collect, store, aggregate, analyze, and disclose data gleaned from Personal Information or other information that identifies you or any individual user. This data, which includes data describing your usage of the Site, will be owned by Little Free Library and you consent to Little Free Library’s use of data identifying you for this purpose.

3. Sharing of Personal Information

From time to time, Little Free Library may engage other companies and individuals to perform functions such as sending postal mail and e-mail, removing repetitive information

from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), and providing customer service. Such companies shall only use your Personal Information for those purposes required to perform their functions and you consent to Little Free Library sharing your Personal Information with such companies so they can perform their functions.

Additionally, Little Free Library may share your Personal Information, without your prior consent, for the limited purposes noted below:

a. Business Transfers. As Little Free Library continues to develop its business, we might sell or buy subsidiaries or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the obligations made in any pre-existing privacy policy.

b. Legal Obligations. Little Free Library may share your Personal Information if we have a good faith belief that such action is necessary to: (i) comply with legal process or other legal requirements of any governmental authority; (ii) protect and defend the rights or property of Little Free Library; (iii) enforce this Privacy Policy or the Site's Terms and Conditions of Use Agreement; (iv) protect the interests of other users of the Site or any other person; or (v) operate or conduct maintenance and repair of the Site or equipment.

c. Process Credit Card Transactions. Little Free Library uses PayPal to process online payments for donations and for purchases from the online store. The Paypal privacy policy can be found at <https://www.paypal.com/webapps/mpp/ua/privacyfull>. Little Free Library makes no representations or warranties concerning PayPal's privacy or data security practices.

4. Protection of Personal Information

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, Little Free Library has put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the Personal Information Little Free Library collects. Any payment transactions will be encrypted using SSL technology. However, the safety and security of your information also depends on you. Where you have chosen or we have given you a user name and password for access to certain parts of the Site, you are responsible for keeping the user name and password confidential. **DO NOT SHARE YOUR USER NAME AND PASSWORD WITH ANYONE.** Although we do our best to protect your Personal Information, we cannot and do not guarantee the security of your Personal Information. **LITTLE FREE LIBRARY MAKES NO REPRESENTATIONS ABOUT THE SECURITY OF YOUR PERSONAL INFORMATION. YOU AGREE TO ASSUME ALL RISK IN AND SOLE**

RESPONSIBILITY FOR USING THE SITE INCLUDING, WITHOUT LIMITATION, ALL RISK OF INJURY DUE TO A DATA SECURITY BREACH.

5. Release

You hereby waive, release, and forever discharge Little Free Library, its current and former affiliates, subsidiaries, related companies, predecessors, directors, officers, members, attorneys, or agents, from any and all losses, damages, costs, actions, suits, complaints, or injuries to You, whether known or unknown, liquidated or unliquidated, absolute or contingent, that are directly or indirectly related to, caused by, or arise out of a data security breach. In addition, You agree to at all times hold harmless, indemnify, defend, and forever release and discharge Little Free Library from and against any and all claims, liabilities, actions, or causes of action threatened or asserted against Little Free Library or that could be asserted against Little Free Library arising out of or resulting from a data security breach, or any commenced or threatened action by a third party against Little Free Library arising out of or relating to a data security breach.

6. Other Limits to Your Privacy

The Site may contain links to other non- Little Free Library websites. Little Free Library is not responsible for the privacy practices or the content of such websites. Little Free Library has no control over the use of such websites and you should exercise caution when deciding to disclose any Personal Information on these websites.

7. User Choice Regarding Collection, Use, and Distribution of Personal Information

You may choose not to provide Little Free Library with any Personal Information. In such an event, you will be only able to access public areas of the Site. If you do not wish to receive information and promotional material from us, you may choose not to submit your information or select the appropriate "opt-out" option each time we ask you for Personal Information.

8. How You Can Access Or Correct Your Information

If you have provided your Personal Information and your Personal Information changes (such as your address or telephone) or you want to delete your information from our systems, you can contact us using the method described below. Little Free Library uses this procedure to better safeguard your information. To protect your privacy and security, Little Free Library may also take reasonable steps to verify your identity before making corrections to or deleting your account.

9. Changes to Privacy Policy

Little Free Library reserves the right to change this Privacy Policy at any time by posting the revised Privacy Policy on the Site. Any revised Privacy Policy will be effective immediately upon posting on the Site. Changes to the Website Terms and Conditions of Use Agreement and the Privacy Policy will govern your use of the Site even if you do not receive notice of those changes. We recommend you check this Privacy Policy frequently to stay abreast of any changes.

10. How to Contact Us

Should you have other questions or concerns about our Privacy Policy, please reach us at <http://littlefreelibrary.org/contact-us/>

Dated: February 29, 2016