

Children’s Privacy Policy

Effective Date: February 9, 2015

Penguin Random House LLC (“PRH”) respects the privacy of children and we are committed to complying with the Children’s Online Privacy Protection Act (COPPA). This Children's Privacy Policy governs our mobile application (the “App”) and describes our practices with respect to the collection of information from children under the age of 13.

What We Collect and How We Use It. We do not require children to share any personal information in order to use this App. For example, children can view content, play games and enjoy many features of the App without providing any personal information. Please note that we may send your child in-app messages relating to updated content and other internal operations of the App.

We also may collect anonymous information automatically from your child’s device, such as a mobile device identifier, solely to support the App’s internal operations. We collect this information so we can understand and monitor usage of the App, customize content on the App and improve the performance of the App.

Special Circumstances for Information Sharing and Security. We may share information collected from children with vendors that perform services for us, such as vendors providing technical services to us, including analytics. We may also share children’s personal information with third parties if we are required to do so by law or to the extent reasonably necessary to protect the security or integrity of our App, take precautions against liability, or respond to judicial process or requests from other governmental authorities; or when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity. We may also share personal information if PRH transfers ownership of PRH or its assets (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, liquidation). The buyer or transferee will be required to honor the commitments we have made in this Children’s Privacy Policy.

PRH takes reasonable steps to help protect and secure children’s personal information. However, please remember that no data storage or data transmission over the Internet, or by other means, can be guaranteed to be 100% secure. Thus, PRH cannot ensure or warrant the security of any information transmitted to us or our service providers through our App.

Parent’s Rights. Under COPPA, you have the right to review and have any of your child’s information deleted from our records. You also have the right to tell us to stop collection or using your child’s personal information. If you have questions concerning our information practices with respect to children, or if you would like to review, have deleted, or stop the further collection of your child’s personal information in connection with the transaction for which it was originally collected, you may email us at privacy@penguinrandomhouse.com.

Governing Law and Notice to Non-US Users. This App is published in the United States, and our policies are directed at compliance with those laws. If you are uncertain whether this Privacy

Policy conflicts with the applicable local privacy laws where your child is located, you should not allow your child to use this App. If your child is located outside the United States, you should be aware that his or her personally identifiable information will be transferred to the United States, the laws of which may be deemed by the your country to have inadequate data protection. If your child is located in a country outside the United States and voluntarily uses our App, you thereby consent to the general use of his or her personally identifiable information as provided in this Privacy Policy and to the transfer of that information to, and/or storage of that information in, the United States.

Contact us at:

By mail:

Online Privacy
Attn: Customer Service
Penguin Random House
1745 Broadway
New York, NY 10019

Phone:

(800) 793-2665

Email:

privacy@penguinrandomhouse.com