

Children's Privacy Policy

I. Introduction

The Ovation Brands ("Ovation") Birthday Kids Club (the "Club") is committed to providing a safe, fun environment for kids and their families. The Club site collects from parents or guardians the minimal information needed to communicate with our registrants. Except as provided herein, all information is kept confidential and is not released to anyone for any purpose, except as required by law. This privacy policy explains how the information provided by parents or guardians is collected and used.

II. Information Collection and Use and Consent

Ovation collects the information provided by parents or guardians including the child's email address, birth date (including year), name, mailing address, and zip code via the signup page. Ovation uses the name and email address or mailing address submitted by the parents or guardian to create and send special announcements and communications regarding the Club membership and related benefits, such as vouchers for a free birthday meal. The child's birthday information is used to personalize the experience. The zip code information is used, among other purposes, in aggregate to determine how many birthday coupons a restaurant location can expect to receive in any given month. This information may be shared with Ovation's partners: Fishbowl and Sizzle Promotions to assist in administering the Birthday Kids Club program.

Attempted registration by guests under 13 years of age shall not be permitted. We do not transfer any personal information to any unaffiliated third party, except as provided for in this Children's Privacy Policy.

Any guest registration received with a parent or guardian's non-deliverable email address will be instantly eliminated from the site's database. For more questions on this feel free to contact:

Ovation Birthday Kids Club
405 Lancaster Ave.
Greer, SC 29650
Telephone: 864-989-2369
Email: amy.lafrank@ovationbrands.com

III. Cookies and IP Addresses

What are cookies? Cookies are small pieces of information that a Web site transfers to an individual's hard drive for record-keeping purposes. The Ovation Birthday Kids Club site does use cookies that assist in navigation when a guest returns to our Site. We do allow cookies from sponsors but it is not promoted nor tied to personal registration information of the user. The Ovation Birthday Kids Club site does not control these cookies. Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. Please review your browser's Help

feature for additional information. If a user's browser is set to not accept cookies a user may experience limited site functionality.

The Ovation Birthday Kids Club site uses a dedicated web server that automatically tracks and collects IP addresses. This information is not used by the Web site and is not stored with the personal guest information.

IV. Disclosure of Information

The Ovation Birthday Kids Club site collects guest information for internal purposes only. Except as provided herein, all information collected is kept confidential and no personal information is shared with any outside party. The Club site only shares aggregate demographic information with its restaurant client partner. Information collected on this website is owned by Ovation Brands.

However, personal information provided to a the Club site is subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders.

Our site may contain links to other sites whose information practices may be different from ours. Guests should consult the other sites' privacy notices, as the sites are not covered by our privacy policy.

V. Changes to Privacy Policy

If any changes are made to this privacy policy regarding the use of children's personal information, the changes will be posted on this Web site and may also be found in Kids Club communications.

VI. Contact Us

If you have any questions, comments or concerns regarding the Ovation Birthday Kids Club site, this privacy policy, or practices please contact us at:

Ovation Brands
405 Lancaster Ave.
Greer, SC 29650
Telephone: 864-989-2369
Email: amy.lafrank@ovationbrands.com

This privacy statement is effective as of 1/2014.

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