

## PRIVACY POLICY

As a Familyflex.com user, you are in control of all your child care service scheduling and purchasing. We know you want to remain in control of your personal information as well. As one of the pioneers in online scheduling of child care services in Denver, Colorado, we realize that earning and retaining your trust is of paramount importance and it's a responsibility we take very seriously, every day.

That's why we've provided this Privacy Policy, which sets forth our policies regarding the collection, use and protection of the personal information of those using the Familyflex.com website. Personal information means information that can be linked to a specific individual, such as name, address, telephone number, e-mail address and credit card number.

We encourage you to review our Privacy Policy, and become familiar with it, but you should know that we do not sell or rent our customers' personal information to third parties -- ever.

Please note that we review our Privacy Policy from time to time, and we may make periodic changes to the policy in connection with that review. Therefore, you may wish to bookmark this page and/or periodically review this page to make sure you have the current version. Regardless of later updates, we will abide by the privacy practices described to you in this Privacy Policy at the time you provided us with your personal information.

- **What personal information does Family Flex gather from me and how is this information used?**

When browsing our site, you are not required to provide any personal information unless and until you choose to make a purchase or sign up for one of our e-mail newsletters or other services as described below. We do not knowingly permit the site to be used by any person under the age of eighteen and we do not knowingly collect any personal information from children (meaning those younger than thirteen years of age). A valid credit card is required to make a purchase on our site.

- **Making a Purchase**

In order to purchase child care and related services through our site, you must provide us with certain personal information such as your name, your credit card number and expiration date, your credit card billing address, your telephone number, your e-mail address and the name or names of the person(s) attending Family Flex (if not you). We may also ask you for other personal information, such as the names and relevant information of your children who will be attending Family Flex. We require this information so that we can process, fulfill and confirm your reservations and transactions and keep you informed of each transaction's status. If you are making a reservation for

one or more children, you will be confirming that you agree to disclose their personal information to us.

- **Member Registration**

If you choose to become a registered member of Family Flex, you must provide your name, address, telephone number, e-mail address, a unique login name, password, and password validation, and a password hint to help you remember your password. This information is collected on the registration form for several reasons including: (i) personal identification; (ii) to complete child care reservations; (iii) to allow us to contact you for customer service purposes, if necessary; (iv) to customize the content of our site to meet your specific needs; and (v) to make product and service improvements to our site. In addition, we need your e-mail address to confirm your new member registration and each reservation you transact on our site. As a Family Flex member you will also occasionally receive updates from us about special offers, new services, and other noteworthy items. However, you may choose at any time to no longer receive these types of e-mail messages. Please see our Opt-Out policy described below for details.

- **Automatic Logging of Session Data**

We automatically log generic information about your computer's connection to the Internet, which we call "session data", that is anonymous and not linked to any personal information. Session data consists of things such as IP address, operating system and type of browser software being used and the activities conducted by the user while on our site. An IP address is a number that lets computers attached to the Internet, such as our web servers, know where to send data back to the user, such as the pages of the site the user wishes to view. We collect session data because it helps us analyze such things as what items visitors are likely to click on most, the way visitors are clicking through the site, how many visitors are surfing to various pages on the site, how long visitors to the site are staying and how often they are visiting. It also helps us diagnose problems with our servers and lets us better administer our systems. Although such information does not identify any visitor personally, it is possible to determine from an IP address a visitor's Internet Service Provider (ISP) and the approximate geographic location of his or her point of connectivity.

- **Cookies**

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. There are many myths circulating about cookies, but you should know that cookies are only read by the server that placed them, and are unable to do such things as run programs on your computer, plant viruses or harvest your personal information. The use of cookies is very common on the internet and our use of cookies is similar to that of such sites as Yahoo!, CNN.com and other reputable online companies.

First and foremost, you can rest assured that no personally identifiable information ("PII") about you (e.g., name, address, etc.) is gathered or stored in the cookies placed by the Familyflex.com web site and, as a result, none can be passed on to any third parties.

Cookies allow us to serve you better and more efficiently, and to personalize your experience at our site. Family Flex uses cookies to personalize your experience on our site. These types of cookies allow you to log in without having to type your log-in name each time (only your password is needed). None of this information is passed to any third party and is used solely by us to provide you with a better user experience on our web site. No PII about you is gathered through the use of these types of cookies.

Most web browsers automatically accept cookies. Of course, by changing the options on your web browser or using certain software programs, you can control how and whether cookies will be accepted by your browser. Family Flex supports your right to block any unwanted Internet activity, especially that of unscrupulous websites. However, blocking Family Flex cookies may disable certain features on our site and may make it impossible to purchase or use certain services available on the site. Please note that it is possible to block cookie activity from certain web sites while permitting cookies from sites you trust, like Family Flex.

- **Other**

From time to time we may add or enhance services available on the site. To the extent these services are provided and used by you, we will use the information you provide to facilitate the service requested. For example, if you email us with a question, we will use your email address, name, nature of the question, etc. to respond to your question. We may also store such information to assist us in making the site the better and easier to use.

- **With whom (if anyone) will my personal information be shared?**

When you reserve or purchase child care services through Family Flex, we must provide certain of your personal information to the bank or credit card companies to enable the successful fulfillment of your child care arrangements. However, we do not sell or rent individual customer names or other personal information to third parties. \

- **How can I opt-out of receiving your promotional emails?**

At any time, you can unsubscribe from our newsletter or similar services through the "My Account" link, accessible through our home page. We hope you will find these updates and newsletters interesting and informative. Of course, if you would rather not receive them, please click on the "unsubscribe" link or follow the instructions in each e-mail message or send us an email by clicking here.

- **What safeguards are in place to protect the loss, misuse or alteration of your information?**

All personal information you provide to Family Flex is transmitted using high level encryption programs.

- **What other information should I know about my privacy?**

Family Flex contains links to other web sites. Please note that when you click on one of these links, you are entering another web site for which Family Flex has no responsibility. We encourage you to read the privacy statements of all such sites as their policies may be materially different from this Privacy Policy. Of course, you are solely responsible for maintaining the secrecy of your passwords and your Family Flex membership account information. Please be very careful, responsible, and alert with this information, especially whenever you're online.

In addition to the circumstances described above, Family Flex may disclose member information if required to do so by law, court order, as requested by other government or law enforcement authority, or in the good faith belief that disclosure is otherwise necessary or advisable including, without limitation, to protect the rights or properties of Family Flex or its affiliated companies or when we have reason to believe that disclosing the information is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities. In addition, if Family Flex or substantially all of its assets are acquired, our customer information will most likely also be transferred in connection with such acquisition.

This policy is effective as of April 1, 2005. Any material changes in the way Family Flex uses personal information will be described in future versions of this Privacy Statement. Of course, you may always submit concerns regarding our Privacy Statement or our privacy practices via email by sending an email to [info@familyflex.com](mailto:info@familyflex.com). Please reference the privacy policy in your subject line. Family Flex will attempt to respond to all reasonable concerns or inquiries within five business days of receipt. You can also write to us in care of Family Flex, LLC, 1005 Acoma Street, Denver, Colorado 80204 Attn: Privacy Team

Thank you for using Family Flex!