

Last Revised: July 12, 2017

PRIVACY POLICY

1. Introduction

We are an internet-based multimedia platform that enables people, to share information about themselves, their family, or their friends with others, including other individuals and family members.

You control the amount of information you share with us. Do not post any information that you do not want to be potentially publically available.

Welcome! Thanks for visiting American Wordsmiths. We are an internet-based multimedia platform that enables people to bring their stories to life and share them with their friends, family, and the world. In order to achieve the best experience possible, we make certain services and products available through our website and mobile applications, provide certain products and services to you for a fee, and share content related to you to a limited network of people you designate or to the general public (together, the "Services"). Collecting your information and sharing it with others is inherent in the Services. By using the Services, you agree to have your information collected, stored, and shared as described in this Privacy Policy ("Policy"). If you do not want your information to be collected, used, and shared as described by this Policy, then do not use the Services, do not create an account, and do not post any content. If you have already created an account, and you would like to terminate it, please contact us at support@americanwordsmiths.com.

The Services are intended to allow you to share certain information with others and allow others to possibly share information with you. By default, your account is set up to share the information we believe is most relevant to the purposes of American Wordsmiths. This information can potentially be accessed by businesses, companies, individuals or organizations even if they do not have an account themselves. The information can also be accessed by individuals you allow to view your information or the public at large if you so choose. ("Users"). Certain aspects of the Services, such as featuring certain information on our homepage, may publish your information to the general public and may appear in public search engines. If you do not want your information to be publically available, then do not post it on your account, or, to the extent possible, adjust your account settings appropriately.

American Wordsmiths is committed to protecting your Privacy, and strives to provide a safe, secure user experience. This Policy describes how we collect and use online data, including American Wordsmiths' compliance with the Children's Online Privacy Protection Act ("COPPA").

While American Wordsmiths takes steps to safeguard your information, American Wordsmiths has no control over how third parties may use the information you share while using our Services. American Wordsmiths also has no control over public search engines and how your information may appear on these sites.

American Wordsmiths may provide links to advertisements or third party websites that may be of interest to American Wordsmiths Users. American Wordsmiths may receive payment for information collected by such third parties via these links. Following these links and submitting any information to these third parties is completely up to you. These third party websites are governed by their own terms and conditions and privacy policies. American Wordsmiths encourages you to review the terms and policies of any third party website you visit before disclosing any information.

American Wordsmiths will notify you if this Policy is updated. The most recent version of this Policy will be posted here, so we encourage you to check back often. You may close your account at any time if you do not agree to our revised Policy.

2. What Information We Collect

We collect biographical and other information you provide while using the Services, as well as information about your computer or mobile device.

American Wordsmiths collects information about you when you use the Services. For example, depending on the Services you use, we collect:

- Your name, age, gender, race, ethnicity, or other personally identifiable information you choose to provide
- Contact information such as address, email address, and telephone numbers
- Credit card number and billing information (for services requiring payment)
- Information about your education, occupation, skills and experience, awards, memberships and affiliations, activities and interests, personal and family history, and other life events
- Information imported by you or your connections from Third Party Services
- Information about third parties, such as references or contacts, that you provide to us if you have their express written consent to do so
- Photos, videos, documents or audio files provided by you or produced with information provided by you
- A persistent identifier (such as a “cookie,” device or processor serial number, or an IP address)
- Information about how you use the Services
- Information about your computer or mobile device, including your physical location, browser and operating system type, and referring URLs.

3. How We Collect Your Information

American Wordsmiths collects information from you when you register for the Services and when you update your information such as your profile.

To register for the Services, you must provide American Wordsmiths certain information such as your name, email address, country, and password. We may also request other information from you (e.g., gender, age, location, etc.) so that we can provide better, more customized services. You acknowledge that this information is personal to you, and by creating an account, you allow others to identify you and to allow American Wordsmiths to use your information in accordance with our Terms of Use.

Once you register, you may provide additional information to your American Wordsmiths Profile such as information or documentation related to your personal or family history. The amount of information you decide to share is entirely up to you.

We collect information about you when you interact with American Wordsmiths' Customer Service website in an effort to respond to your inquiries.

American Wordsmiths collects information about you when you use the Services. For example, American Wordsmiths knows when you click on ads, upload files or documents, join groups, connect with other Users, participate in polls, install a mobile application, share articles, or use your account to log in to a third party website or application. If you visit a third party site that embeds American Wordsmiths plugins, like “Share on American Wordsmiths,” while you are logged into your account, we will collect information about the pages you loaded in your web browser.

American Wordsmiths also uses tools such as cookies to automatically collect information about you while you use the Services.

Like most websites, American Wordsmiths uses cookies and web log files to track this information, improve the quality of the Services, customize your experience, and to deliver advertising. A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows American Wordsmiths to recognize you while using the Services. You can remove or block cookies using the settings in your

browser, but in some cases doing so may impact your ability to use the Services. One type of cookie, known as a “persistent” cookie, is set once you’ve logged in to your American Wordsmiths account. The next time you visit the Services, the persistent cookie will allow American Wordsmiths to recognize you so you will not need to log in before using the Services again. However, in order to access or change any of your private information (like a credit card number) or to send a message to another User, you must log in securely again with your password even if your computer contains your persistent cookie. Another type of cookie, called a “session” cookie, is used to identify a particular visit to the Services. Session cookies expire after a short time or when you close your web browser. Other technology like Macromedia’s flash can be used to place the functional equivalent of a cookie on your computer. You can control flash “local stored objects” or “flash cookies” using the Macromedia Website Privacy Settings Panel at www.macromedia.com. American Wordsmiths may use cookie-equivalent technology for the limited purpose of enhancing the security of the Services.

In the course of serving advertisements or optimizing the Services, American Wordsmiths may allow authorized third parties to place or recognize a unique cookie on your browser. Any information provided to third parties through cookies will not be personally identifiable but may provide general information (e.g., your geographic location, age, educational or professional background). Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. American Wordsmiths does not store unencrypted personally identifiable information in the cookies.

To support the Services we provide at no cost, as well as to provide a more relevant and useful experience, American Wordsmiths uses ad technology such as web beacons, pixels, anonymous ad network tags, ad networks and cookies. We use these tools to collect anonymized data, aggregated auditing, research and reporting for advertisers. Because your web browser requests advertisements and web beacons directly from ad network servers, these networks can view, edit or set their own cookies, just as if you had requested a web page from their site. You may opt-out of ads served to you off American Wordsmiths, by making the appropriate selection in your account settings.

4. How We Use and Share Your Information

The goal of American Wordsmiths is to connect families and friends with stories, images, and videos that help tell an individual, group, or family’s stories. We share your information with other Users and we do not control their use of your information.

Sharing your information is inherent in American Wordsmiths services. American Wordsmiths will share your information with other Users, such as friends, family, and groups you have subscribed to. American Wordsmiths may also publish your information on our homepage or through other features on our website or application, which could make your information visible to the general public. American Wordsmiths does not control how third parties use your data.

By registering an account, you agree to American Wordsmiths using your information in the following ways:

- to create a profile for you based on information that you have provided or imported from other sites, applications, or third parties;
- to share your information with other Users;
- to feature your information on our homepage or through other aspects of our website or application which may be visible to the general public;
- to provide personalized, targeted, or location-based content, services, and advertising from American Wordsmiths and third parties;

- to allow you to contact other Users or to invite others to join or create an account;
- to allow you to import information about yourself or your contacts from other sites or applications or to export your information to other sites or applications;
- to make purchases;
- to contact you about feature updates, informational and service-related communications, including important security updates;
- to provide you with additional communications, information, and promotions such as newsletters and bulletins;
- to inform you of other products or services available from American Wordsmiths or its affiliates;
- to enable you to contact American Wordsmiths and for American Wordsmiths to contact you to conduct surveys, promotions and contests, and to publish the results thereof;
- to help your friends, contacts, family members and others to find your profile and connect with you;
- to provide information about you and your profile to other Users who may share a connection or potential connection with you;
- to provide products and services that enable you and other Users to network, post information on bulletin boards, and view and compare profiles;
- to generate internal reports about the use of the Services;
- to allow you to share files and profile information with your connections;
- to give search engines access to public information;
- to detect, investigate and prevent activities that may violate our Terms of Use, this Policy or applicable law; and
- to provide recommendations to you concerning groups or organizations that may be of potential interest to you.

American Wordsmiths may provide aggregated anonymous data about the usage of the Services to third parties for purposes that we deem, in our sole discretion, to be appropriate, including to prospective advertisers on American Wordsmiths.

Sharing content and using third party integrations may result in your information being displayed outside of American Wordsmiths' platform or Services. We may modify our Services to enhance its sharing capabilities, which could include integration with social media platforms. Such integration may enable you to share your information on multiple online platforms. Whether or not your information becomes publicly available will depend on your privacy settings for these other platforms. So, we suggest you check your privacy settings before posting any information to those other platforms.

American Wordsmiths takes your privacy very seriously. American Wordsmiths does not sell or rent your personally identifiable information and will only share this information with third parties as described in this policy.

We only share your information as described in this Policy.

American Wordsmiths will not share information that has not been published on your profile or generated by using the Services without your consent. However, your information will be shared as reasonably necessary to: (1) comply with legal process, including, but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; (2) enforce this Policy and our Terms of Use; (3) respond to claims of a violation of the rights of third parties, whether or not the third party is a User, individual, or government agency; (4) respond to customer service inquiries; or (5) protect your rights, property, or personal safety or to protect the rights, property, or personal safety of American Wordsmiths, other Users or the public.

5. How We Store Information

You should carefully consider what information you share with other Users. If you do not want your information seen by others, you should not post it or adjust your account settings appropriately. American Wordsmiths cannot guarantee the complete and comprehensive deletion of your information.

American Wordsmiths will retain all the information gathered about you in an effort to make repeat use of our Services more efficient, practical and relevant. For some features, you can opt out of this personalization. You may edit or delete your own content, or your entire profile, at any time by logging into your account and using the buttons located within each section of your profile. If you are unable to edit or delete content, please contact us by email or by phone, which can be found in the “contact us” section of our website or mobile application. American Wordsmiths does not guarantee that any edits or deletions will result in the complete and comprehensive removal of the content and your information may still appear in public search engines. American Wordsmiths cannot guarantee that messages you send to others or content shared by you that has been copied by other Users will be deleted. If you do not want content seen by other American Wordsmith Users, or the general public, you should not post it.

In limited circumstances, American Wordsmiths may deny or limit your ability to edit or delete content if it would violate another person's rights and/or as otherwise permitted by applicable law.

If you close your account, your content will be deleted. American Wordsmiths will retain an archival copy for our own use.

American Wordsmiths will retain your information for as long as your account is active, as needed to provide you the Services, and to comply with our legal obligations, resolve disputes, and enforce our Terms of Use. After you close your account, American Wordsmiths will have no obligation to retain any of your data. If you have not logged into your account for an extended period of time, your profile may be made unsearchable or tagged as expired and scheduled for deletion. The current expiration period is approximately 36 months.

If you choose to close your account, American Wordsmiths will send you an email to confirm that your personal information has been deleted (except for an archival copy which is not accessible by you or third parties on the Internet). The archival copy is retained only for as long as needed for audit and record purposes and may include additional information related to your activity. American Wordsmiths may also choose to retain certain information for business purposes, such as the analysis of aggregated non-personally identifiable data or to prevent fraud or abuse of the Services.

If American Wordsmiths learns that an account holder is deceased, their account may be memorialized and functionality restricted. Accounts may also be closed upon receipt of proper legal notice or upon request by next of kin.

6. How We Protect Your Information

We use standard industry protocols and technology to protect your information, but we cannot make the internet 100% secure.

All information you provide will be protected with industry standard protocols and technology. In addition, SSL encryption is used to secure sensitive data when it is exchanged between your web browser and the Services and access to your account is password-protected. American Wordsmiths also regularly audits its system for possible vulnerabilities and attacks.

Despite our best efforts, American Wordsmiths cannot make the internet 100% secure and we do not make any warranties as to the security of your personal information or the content you generate using the Services. Please note that emails and other means of communication are not encrypted and American Wordsmiths strongly advises you to not communicate any confidential or sensitive information through these means.

7. Compliance with the Children’s Online Privacy Protection Act (“COPPA”)

We comply with COPPA. If you have a Child who wants to use our Services, please review these terms.

American Wordsmiths complies with COPPA. As a parent, you have the right to control what personal information is collected from your children who are under the age of thirteen (a “Child”).

While you use the Services, American Wordsmiths may collect, use, and/or disclose the information outlined in Section 2 of this Policy. We may also collect other information about a Child or parent and combine it with this information.

American Wordsmiths will not require a Child to disclose more information than is reasonably necessary. However, the collection of personal information, and the disclosure of that information to others, is inherent to the Services.

By consenting to the collection of personal information by American Wordsmiths, you also are consenting to the disclosure of this information to third parties, including the general public. If you do not consent to the collection, use and/or disclosure of your Child’s personal information, then do not use the Services.

American Wordsmiths will obtain your verifiable consent in accordance with Federal Trade Commission guidelines before collecting any personal information.

As a parent, you have the right to review your Child’s personal information, direct us to delete it, and refuse to allow us to collect any additional personal information. If you refuse or revoke your consent, your Child’s account will be deleted and they will not be able to access our services.

If you would like to review or delete your Child’s personal information, or if you believe consent has been given without your authorization, simply contact us using the information below.

8. How to Contact Us

Questions or concerns about this Policy can be directed to us via email, telephone, or regular mail. Please review the “Contact Us” section of our website or mobile application for our contact information.