

# Data Privacy Policy

This statement of policy applies to the use of product and services ("Platform") provided by **My Kinder Story (Company No. 53353809B)** ("we" or "our" or "us") and governs data collection and usage via our various electronic platforms such as mobile apps or websites, which are provided to child care centre or its organization ("School").

My Kinder Story is fully committed to protect private information of its users. We gather and use certain information about individuals in order to provide them personalized products and services. We also collection information to better understand users of our products and services for the purpose of service improvement.

## Collection of Personal Data

We may collect and store following personal information when School or you register an account with us. These information is solely used by School in its daily operations or to facilitate communication between teachers and parents.

- Children's name, birthday, gender, and enrolment date at the centre
- Guardian's name, email address, contact number and relationship with the child

We may also collect users' activities on the Platform. These data are to help us improve user experience of the Platform.

## Usage of Personal Data

We do not share your child's or your personal information with any third party for marketing purposes. We only use the data provided to us for following purpose:

- Provide personalized content on our Platform, either apps or web portal;
- Improve the Platform, and develop new services;
- Gather feedbacks from you or provide you with regular communications relating to the Platform.

Any data submitted by users during their usage of the Platform stays within the School. These data will be destroyed with account termination by the School or upon request by the School.

## Data Security

We architect our server with security in mind. We choose cloud computing platform with top security rating in the market.

**Note:** This policy is updated from time to time. The latest version is published on our website <http://mykinderstory.com>. Please email to [admin@mykinderstory.com](mailto:admin@mykinderstory.com) if you have any question about this policy.