



This Privacy Policy applies to all website and services provided on www.helloWorld.com, a website and service of DigitalFX Networks, LLC. In this Privacy Policy, we collectively refer to DigitalFX Networks, LLC and www.helloWorld.com as "*helloWorld.com*." *helloWorld.com* is not in the business of selling information about you. This notice tells you what information we collect, steps we take to protect and secure it, how we use and share the information, and finally, how you can contact us with questions or concerns.

1. Information We Gather

- *helloWorld.com* collects personal information when you register with us, or when you use *helloWorld.com* products or services.
- *helloWorld.com* may also collect personal information when you enter into promotions or contests that *helloWorld.com* may offer from time to time.
- *helloWorld.com* may combine information about you that we have with information we obtain from business partners or others.
- *helloWorld.com* may also collect information about your transactions with us and with some of our business partners. This information might include information necessary to process payments due to us from you such as your credit card number.
- *helloWorld.com* automatically receives and records information on our server logs from your browser, including your IP address, cookies, and the pages you request.
- *helloWorld.com* may collect, use and analyze information on an aggregate basis, without identifying your personal information specifically.
- *helloWorld.com* uses information for the following general purposes: products and services provision, billing, identification and authentication, services improvement, contact, research, and anonymous reporting.

IP Address

- *helloWorld.com* may occasionally obtain IP addresses from users depending upon how you access our web site. IP addresses, browser and session information may be used for various purposes, including to:
 - Diagnose and prevent service or technology problems reported by our users or engineers that are associated with the IP addresses controlled by a specific web company or ISP.
 - Estimate the total number of users visiting *helloWorld.com* from specific geographical regions.

- Help determine which users have access privileges to certain content, services or resources that we offer.
- Monitor and prevent fraud and abuse.

Cookies

- A cookie is a small amount of data, which often includes an anonymous unique identifier that is sent to your browser from a web site's computers and stored on your computer's hard drive.
- If you reject all cookies, you may not be able to use *helloWorld.com* products or services that require you to "sign in", and you may not be able to take full advantage of all offerings.
- You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set.
- *helloWorld.com* uses its own cookies for a number of purposes, including to:
 - Require you to re-enter your *helloWorld.com* password after a certain period of time has elapsed to protect you against others accidentally accessing your account contents.
 - Keep track of preferences you specify while you are using *helloWorld.com*'s services.
 - Estimate and report our total audience size and traffic.
 - Conduct research to improve *helloWorld.com* 's content and services.

Information Relating to Children

- The Children's Online Privacy Protection Act ("COPPA") requires that we inform parents and legal guardians about how we collect, use, and disclose personal information from children under 13 years of age. *helloWorld.com* is not directed at children under 13 years of age but, we recognize that with proper adult supervision some parents might permit their children to visit *helloWorld.com* and use our service. COPPA requires that we obtain the consent of parents and guardians in order for children under 13 years of age to use certain features of *helloWorld.com*.
- When your child attempts to register and/or provide personal information to *helloWorld.com*, we require a parent or legal guardian to:
 1. complete the registration;
 2. review our privacy policy and to submit a valid credit card number to verify that the child's parent or guardian knows about and authorizes our information practices related to children protected by COPPA; and
 3. verify through the use of an email confirmation and second authorization that the parent or guardian consents to our Terms of Service and this Privacy Policy.
- Once parental notice and consent has been verified, the information we collect will be treated the same as information collected from any other user of

helloWorld.com. Without verified parental notice and consent, we will not knowingly collect personal information of children under 13 years of age, and if we learn that we have inadvertently collected such information, we will promptly delete it.

How Parents Can Access Their Children's Personal Information

In compliance with COPPA, parents and legal guardians may request from us to review, delete or stop the collection of the personally identifiable information of their child. You may do so in one of two ways.

If you know your child's user name and password, follow the instructions below regarding *Changing your Preferences and Personal Information*, or you may contact us by letter, phone or email using the address information provided at the bottom of this page.

If you request that no further information about your child be collected or used, we will be required to terminate your child's ability to use helloWorld.com's products and services that require a user to "sign in."

2. Information Use, Sharing and Disclosure

- helloWorld.com does not share personal information we learn about you from your use of the service or this web site with others except as described in this policy. We do not share your information with unrelated third parties for their direct marketing purposes.
- When you provide personal information through using the service, you are, however, sharing your personal information with helloWorld.com, organizations that may hold a majority interest in helloWorld.com, their divisions or subsidiaries and, helloWorld.com and any of its divisions or subsidiaries. The use of your personal information by these organizations is subject to this policy.
- helloWorld.com may use or share your personal information where it is necessary for us to complete a transaction, to operate or improve helloWorld.com and related products and services, to do something that you have asked us to do, or tell you of products and services that we think may be of interest.
- Where you are contacted with an offer or service based on information you have shared with helloWorld.com, we will do our best to provide you with an opportunity to opt-out of receiving such further communications at the time you are contacted.
- If you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.
- helloWorld.com does or may share personally identifiable information about you under the following circumstances:
 - In the course of operating our business it may be necessary or appropriate for us to provide access to your personal information to others such as our service providers, contractors and select vendors so that we can operate the service and our business. Where practical, we seek to obtain confidentiality agreements that are consistent with this policy and that limit others' use or disclosure of the information you have shared.

- We may share your personal information to respond to subpoenas, court orders, or legal process, to establish or exercise our legal rights or, defend against legal claims and if in our judgment in such circumstances disclosure is required or appropriate.
- We may share your personal information if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of *helloWorld.com*'s terms of use, or as otherwise required by law. For the avoidance of doubt, you expressly understand that *helloWorld.com* *will* disclose your personal information and will assist in any criminal legal action raised against you, if, in its good faith belief, such disclosure or assistance is reasonably necessary to protect the rights, property, or personal safety of minors.
- As we continue to develop our business, we might also buy or sell all or part of our business. In such transactions, personally identifiable information you have shared with us is generally one of the business assets that will be transferred. The transferred personally identifiable information will remain subject to the promises made in this privacy policy or subsequent policies to which you have consented.

If there is ever a change to how *helloWorld.com* uses or intends to use personal information, we will post that change to this policy.

3. Confidentiality and Security

No data transmissions over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk. Once we receive your transmission, we make efforts to ensure security on our systems.

- We use physical, electronic, and procedural safeguards to protect personal information about you.
- Your *helloWorld.com* Account Information is password-protected.
- In certain areas, *helloWorld.com* uses industry-standard SSL-encryption to protect data transmissions. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software.

If *helloWorld.com* learns of a security systems breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using this web site or providing personal information to us you agree that we can communicate with you electronically regarding security, privacy and administrative issues relating to your use of this site. *helloWorld.com* may post a notice on our web site if a security breach occurs. If this happens, you will need a web browser enabling you to view the *helloWorld.com* web site. *helloWorld.com* may also send an email to you at the email address you have provided to us in these circumstances. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive free written notice of a security breach (or to withdraw your consent from receiving electronic notice) you should notify us at privacy@helloWorld.com.

4. Changing Your Preferences and Personal Information

- You can edit your *helloWorld.com* Account Information at any time. Most personal information you may provide is entirely optional. For example, to the extent that parents are considering whether to permit their children to use the service, we do not condition a child's participation based upon their provision of any more personal information than is necessary to operate the service.
- You can delete your *helloWorld.com* account by doing the following:
 - Go to www.helloworld.com
 - Click the 'Customer Support' link at the bottom of the page
 - Enter your Login information
 - Submit an email by clicking the 'Submit an Email' tab
 - Fill out the form, including why you have decided to cancel your account
 - Be sure to use "Account Cancellation" in the subject line

If you would like a cancellation confirmation, please include an alternate email address (i.e., hotmail, yahoo, AOL, etc.)

Please Note: Only the Account Holder will be able to request cancellation of an account. Your cancellation request could take up to 48 hours to process. Once your account is cancelled, there is no waiting period and you can become a customer again at any time. You will, however, need to choose a different Digital ID.

- Some personal information, primarily your contact information, may remain in *helloWorld.com*'s records to the extent necessary to protect *helloWorld*'s legal interests or document compliance with regulatory requirements.

5. Contacting *helloWorld.com*

If you have a privacy concern regarding *helloWorld.com*, or this Privacy Policy, and if you cannot satisfactorily resolve it through the use of this web site, you should then write to us by email at privacy@helloworld.com. Alternatively, we can be reached by telephone at 702-938-9300 or our postal mail address:

DigitalFX Networks, LLC
Las Vegas, Nevada 89120
Attention: Privacy Officer

If you object to any sharing of your personal information that may be permitted under this policy, you may do so by writing us at the above address. In some instances, honoring your requests may interfere with or preclude your ability to use the service or may require us to terminate our relationship with you.