

AMAZING LIFE FOUNDATION PRIVACY POLICY

Last Updated: March 31, 2025

This Privacy Policy describes the privacy practices of Amazing Life Foundation (“ALF,” “we,” “us,” or “our”) for our websites (individually a “Site,” collectively the “Sites”), mobile applications, and software platforms (individually a “Service,” collectively the “Services”), including the Amazing Play platform. Amazing Play is designed to provide resources and tools to assist churches and families in helping children discover and embrace a growing relationship with Jesus Christ. Many aspects are directed at church leaders, with some tailored for parents and families.

This Privacy Policy applies to all personally identifiable information (“Personal Data”) and other information we collect through the Sites and Services. By using any Site or Service, you consent to the practices described herein. Please review this policy carefully.

Scope and Applicability

This Privacy Policy governs Personal Data collected from users of our Sites and Services, including residents of the United States and other countries. As a nonprofit organization, ALF complies with applicable U.S. federal and state privacy laws, including but not limited to the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), and similar laws in Colorado, Connecticut, Delaware, Iowa, Maryland, Minnesota, Nebraska, New Hampshire, New Jersey, Tennessee, Virginia, and others effective in 2025. We also comply with the Children’s Online Privacy Protection Act (COPPA), and, where applicable, the EU General Data Protection Regulation (GDPR).

What Information Do We Collect?

We collect Personal Data when you:

- Subscribe to our curriculum, register for programs, newsletters, or events;
- Download a mobile application or access a Service, such as Amazing Play;
- Purchase products or voluntarily provide information via a Site, Service, or third-party platform;
- Contact us for customer service or other inquiries.

Types of Information Collected:

- Personal Data: Name, phone number, postal address, email address, place of employment, and payment information.
- Demographic Information: Age, gender, zip code, and organizational demographics (e.g., church size).
- Technical Data: Browser type, IP address, device identifiers, domain, access times, installation data, error codes, and referring website address.
- Sensitive Data: In some cases, such as through Amazing Play or the Parent Cue app, we may collect information about religious affiliation or family details, with your explicit consent where required by law.

We limit data collection to what is reasonably necessary for the purposes outlined in this Policy. By providing Personal Data, you consent to its use and transfer to our offices and servers in the United States, and to authorized third parties, as described below.

Children’s Data and Parental Consent

We do not knowingly collect Personal Data from children under 13 except as permitted by COPPA. Users under 18 may only use our Sites or Services with the approval of a parent or legal guardian.

- For children under 13, we require verifiable parental consent before collecting or using personal information. This may include confirmation by email plus an additional verification step or confirmation from an authorized church or school representative.
- For teens aged 13-17 in states like Maryland, New Jersey, and Delaware, we will not process personal data for sale, targeted advertising, or profiling without affirmative consent (or parental consent if

required). Age verification occurs during registration.

If we learn we have collected Personal Data from a child under 13 without appropriate consent, we will delete it promptly.

How We Use Your Information

We use Personal Data to:

- Provide, personalize, and improve our Sites and Services;
- Fulfill subscriptions, purchases, and event registrations;
- Communicate with you about your account, updates, or offers;
- Analyze trends and improve functionality and content;
- Conduct lawful direct marketing (with opt-out rights);
- Protect our legal rights and comply with applicable laws.

Sharing and Disclosure of Personal Data

We may share your information as follows:

- With Churches: Aggregate usage data (e.g., Amazing Play usage metrics or CUE box shipments) may be shared with affiliated churches.
- With Event Exhibitors: Registration data may be shared for events like the Orange Conference.
- With Service Providers: Third parties performing services such as hosting, order fulfillment, or payment processing receive only the data necessary to perform their tasks.
- With Third Parties (With Consent): We may share information with unaffiliated third parties for special offers, but only if you opt in.
- For Legal Reasons or Transactions: We may disclose data in response to lawful requests, or during organizational restructuring or mergers.

We do not sell your Personal Data unless you have explicitly opted in. Sensitive data (e.g., from the Parent Cue app or Amazing Play) is never sold and is only disclosed under legal, merger, or agent-related purposes.

Cookies and Tracking Technologies

We use cookies, pixels, web beacons, and similar technologies to:

- Understand user behavior and personalize experiences;
- Deliver interest-based advertising via platforms like Google and Facebook;
- Track interactions with emails and digital content.

You can manage cookie preferences in our preference center or opt out of personalized advertising through NAI or DAA tools. While we do not respond to browser-based Do Not Track signals, we honor Global Privacy Control (GPC) signals in jurisdictions that require it.

Your Privacy Rights

Depending on your location, you may have rights to:

- Access your Personal Data;
- Correct inaccurate or incomplete data;
- Request deletion of your Personal Data;
- Opt out of sales, targeted advertising, or profiling;
- Appeal a denied request or file a complaint.

To exercise your rights, email privacy@amazinglifefoundation.org with "Privacy Rights Request" in the subject line. We will respond within 45 days, extendable by an additional 45 days if needed. We will not discriminate against you for exercising your rights.

California residents may request information under the Shine the Light law by emailing "California Privacy Request" to the same address. EU residents may request access, correction, deletion, restriction, or data portability under GDPR by emailing "EU Privacy Request."

Data Retention and Security

We retain Personal Data only as long as necessary to fulfill the purposes described in this Policy or as required by law. We use administrative, technical, and physical safeguards to protect your data from unauthorized access, loss, or misuse. For high-risk processing activities (e.g., automated profiling), we conduct Data Protection Impact Assessments when required.

International Users

Our Sites and Services are hosted in the United States. If you access our Sites or Services from outside the U.S., you consent to the transfer of your information to the U.S. and the application of U.S. law.

Third-Party Links and Content

We are not responsible for the privacy practices of third-party sites, services, or embedded content. Please review their privacy policies before submitting personal information.

Policy Updates

We may revise this Privacy Policy from time to time. If material changes are made, we will notify you by email or a prominent notice on our Sites at least 30 days in advance. Your continued use after such changes constitutes acceptance of the updated terms.

Contact Us

If you have any questions or wish to make a request regarding your Personal Data, please contact us:

Amazing Life Foundation
5360 Legacy Dr Suite 180
Plano, TX 75024
Email: privacy@amazinglifefoundation.org
Phone: 1-866-343-4874