



## Kids Privacy Policy

**We really care about your information!**

**Last Updated:** 30 May 2022

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We like to make sure that the ways we collect and handle your information are transparent and easy to understand.

This policy, together with our Privacy Policy for Grown-ups, is all about the ways in which **We** collect, use, and share your personal information (also known as data!) **when you use the Youth for Lions website or interact with us.**



This policy also explains what rights you have to access or change your personal information.

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You're about to go on a **data privacy adventure** with our Youth For Lions Mascot, **Roary!**

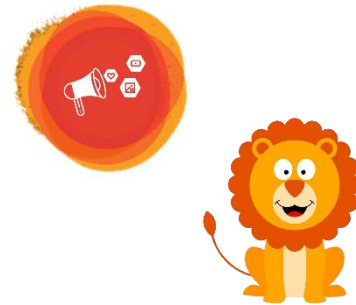


- If that's too much fun, you can read the **Grown-Ups version** of our policy [here](#).
  - If at any point you have questions about your privacy on our website, ask a parent to help you go through this document and work out what's going on.
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## Who are we?

We are the “Blood Lions non-profit company” – we are responsible for the Youth for Lions website. Youth for Lions is our campaign that allows young people to get involved in our important causes.



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## So, what information are we collecting?

Our website is entirely for your education and entertainment. If you are under the age of 18, it's important that you get your parent to consent when you register for anything on our website.

With their permission, you can then join in with pledges, comments, competitions, and downloads.


- We collect your information when you:
  - Sign our Youth pledge on our website and SAY NO to animal interaction and captive facilities that exploit wildlife;
  - enter our competitions, raffles and giveaways;
  - interact or contact us by letter, phone, SMS, email, or on our website;
  - submit contributions or post on our website or social media platforms;
  - post or send us content or media for campaigns, education and awareness.
- While doing these things, you might directly provide us with other information, such as your name, address, birthday, and the subjects that you're interested in.
- We use this information to **provide you with resources, improve your website experience, identify you** as a prize winner or **reply to your questions**.



- **What are cookies?**



- Sadly, **you can't eat them!** Cookies are small files we send to your phone, tablet or computer to make your time on our websites as awesome as possible.
- They tell us about how you use our website, for how long, if you're using a phone or computer and your estimated location (e.g., South Africa).

- You can choose which ones we send by selecting 'Manage Cookies', below the pop-up banner.
- If you're under 18, you'll need a grown-up's permission to accept our cookies. Ask them to help you if you're stuck!
- If you click on something from **another website**, such as a **YouTube** link, while you're on our site, then that website may be able to get similar information from your device. We **do not** control these websites and are **not responsible for them**.
- The only time we would ever share your information with another website or company, is to help you receive information from them. This will only happen if you win a competition or similar event, and they need your contact details to send you a prize. **We do not disclose your name or email address to the government or law makers.**
- We make sure that all of this information is stored **safely** and **securely**. 
- Parents can learn more about cookies in our Privacy Policy for Grown-ups [here](#).

## How do we use your information?

We use your information **lawfully** and **do not sell it to people outside of Blood Lions and Youth for Lions**. There are a few reasons why we might use your information, which include to:

- confirm who you are.
- confirm your age so that we can be extra careful with your information.
- answer any requests or questions you might have.
- provide your parent with information about the things we create or do.
- confirm and register your pledge to your chosen campaign or cause.
- let you know about any important news updates.
- give you educational information and cool pictures concerning our campaigns and causes.
- make our website better and more fun for you.
- send out information about products, services, activities, competitions, or anything else that we feel might be of interest or use to you.
- keep count of how many supporters we have for each of our campaigns.



We're interested in keeping your information **safe** and using it in ways that **benefit you**. Our priority is making sure that you have the best experience possible on our website, and you're able to learn about our causes.

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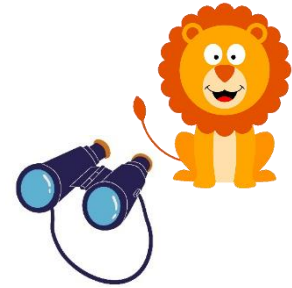
## Who can see your information?

Our staff, or the staff of third parties that we work with, might use the information that you provide. If it is necessary - they might store it, delete it, organise it, or record it.

But, whatever they do, it will be done lawfully and safely.

Some examples of people who might see this information include:

- our campaign management teams.
- our website operators, email system and IT support teams.
- our customer service team.



These people are usually located in South Africa. If they're overseas, we'll make sure there are strong laws and rules to protect your information.

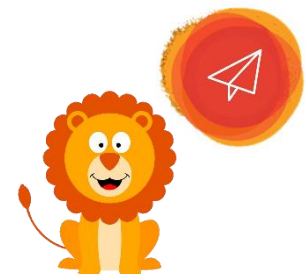
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## Do we share your information?

We may share your information inside our company and with trusted people outside our company to use it legally. If we share it outside of our company, your parent or guardian will need to consent to this specifically.

There are a few people who we may share your information with, to do our business in the best way. These include:

- An email and marketing communication system, who help us organise and send out our campaign emails.
- Our IT providers (wizards!), who look after backups of our data.



## How do we take care of your information?

We are always trying to hold **as little personal information as possible** about you. Whenever possible, we **anonymise** your information, which means that we still have the data, but nobody can tell it is about you – it's as if it belongs to an imaginary person. We also use **security measures** to protect your information against any unlawful use or unauthorised access.

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## How long do we keep your information for?

We will keep your information for **as long as is necessary**.

We try to always **reduce** the amount of information that we **store** and **who has access to it**. We do this by regularly archiving our emails and unused information, using password protected folders, and deleting any information we no longer require.



We basically lock the doors, set the alarm and keep the lights on for our team members that need it!

But in the unlikely event of a break in, we will do everything we can to follow the best guidelines to protect your information, your interests, and your rights.

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## What rights and choices do you have?

- You have the right to **object** to us using your information.
- Your parent or guardian can also **withdraw their consent** at any time.
- If you want to stop receiving emails from us:
  - You can click the "unsubscribe" button at the bottom of our emails; or
  - You can email us using the details below.
- If you are unhappy about the way we use your information, or have any questions, you can also contact us and we will try to find a solution.



## How do you contact us about your information?

You can get a grown-up to help you talk to us, or ask any questions.

- Who to contact: S Klarmann
- Email Address: [info@bloodlions.org](mailto:info@bloodlions.org)

