

Privacy Policy

Thank you for visiting the UL Safety Smart® website (the “Site”). Through the Site, UL aims to advance its mission of helping to make the world a safer place and also to empower parents and children to be responsible and make safety smart decisions. UL encourages both kids and their parents to use and enjoy the Site, and we also strive to educate parents and kids about how to appropriately safeguard their privacy when traveling on the internet. UL is committed to complying fully with the Children's Online Privacy Protection Act of 1998 (“COPPA”). This privacy policy describes the type of information we collect on the Site and how we will use it. As used in this privacy policy, "UL" refers to Underwriters Laboratories Inc. and its subsidiary and affiliated entities, singly or together, and may occasionally be referred to in this Privacy Policy as "we," "us," "our," and "ourselves."

What Information is Collected and How is it Used?

At the Site, it is our policy to create website content that requires minimum collection of information from our visitors, and we avoid collecting personally identifiable information about children when possible. We do not condition a child’s participation on the Site on the disclosure of more information than is reasonably necessary to use the Site. If a child would like to register on the Site to become a UL Safety Wizard, we request that the child provide the following information: username (not the child’s name); password; gender; date of birth and email address of a parent (or legal guardian). This information is collected so that children can participate in activities on the Site such as posting messages, creating a home page and playing online games and challenges.

We use a parent’s email address to obtain parental consent for a child to become a UL Safety Wizard. The parent must click on the confirmation link within the email in order for the child to be registered as a Safety Wizard. If the parent refuses to allow the child's registration, we delete the child's information from our database. We may also use the parent’s email address to send UL Safety Smart® newsletters.

The Site allows kids to send an e-card featuring safety tips and messages to friends and family. We may ask for a first name but do not require the child to submit personally identifiable information about himself/herself to send the e-card. We do, however, ask for the email address of the intended recipient of the e-card.

UL may also provide the opportunity to send email to us to address suggestions on how to improve the Site, complaints, etc. We may ask for first names, but we request no personally identifiable information except an e-mail address, which we use solely for the purpose of responding to messages and/or requests.

We also allow Safety Wizards to invite friends to become UL Safety Wizards. We may ask for a first name but do not require the child to submit personally identifiable information about himself/herself to send the invitation. We do, however, ask for the email address of the intended recipient of the invitation. The friend's e-mail address will only be used for the purpose of sending the requested invitation, and we will not keep the friend's e-mail address or any other

personally-identifiable information about the friend in our system. We will not correspond with the friend ever again unless, of course, the friend voluntarily signs up to become a UL Safety Wizard.

We may occasionally offer contests and sweepstakes, which may be entered online, and some may require registration. If registration is required, a child is asked to provide his or her first name and email address. An email address may also be used to notify a child who wins a contest or sweepstakes. Sometimes, when we conduct contests or sweepstakes that may involve more than a one-time contact, we ask additionally for the email address of a parent or legal guardian. In such types of contests or sweepstakes, we send the child's parent an email within two business days informing him or her of the child's entry and give the parent the option to have the child's entry deleted. All the information collected is securely maintained and used only for the purpose of conducting the contest or sweepstakes. Once the contest or sweepstakes is finished, we then delete any personal information collected. The information collected in a sweepstakes or contest may be passed to a fulfillment house which may use the information to help run the contest or sweepstakes and may not use it for other purposes and has agreed to maintain the confidentiality of such information.

We do not share any information about a child with any third parties unless the disclosure is reasonably necessary such as: to comply with law, a court order or subpoena; to enforce our Legal Term & Conditions, or site or game rules; or to protect the safety and security of our visitors and the Site. Additionally, in the event that all or substantially all of the assets relating to the Site are transferred or sold to another entity, information submitted to us may be transferred to the acquiring entity.

Information Automatically Collected Through Technology

When users visit the Site, we automatically track and collect computer information of a non-personally-identifiable nature. The computer information we automatically gather is used to facilitate our online operations and to assure an efficient online experience for you. This information includes the visitor's type of computer operating system (e.g., Microsoft Windows or Macintosh), the visitor's IP address, the type of web browsing software being used information regarding the visitor's Internet Service Provider, information regarding the web page the visitor viewed before visiting our site, and information collected through the use of cookies and similar technologies, such as web beacons (also referred to as "tracking pixels," or "action tags"). Although cookies and web beacons, in and of themselves, will not provide us with personally-identifiable information about a website visitor, if the visitor provides us with personally-identifiable information, then the information will be linked to the data stored by these technologies. Internet users can control whether to allow cookies through the options function in most internet browsers. Although you are not required to accept our cookies, if you set your browser to reject cookies, you may not be able to use all of the features and functionality of our site. Users can also delete cookies at any time.

How can parents delete information about their children?

At any time, parents may refuse to permit us to use the information we have collected from their child and may request that any information we have collected be deleted from our records. A parent may delete his or her child's information by choosing to unsubscribe their child's subscription/membership to the Safety Wizard. Alternatively, a parent can contact us at the following email address to delete the information that we have collected from his or her child: info@ulsafetysmart.com

Who do customers contact with questions or concerns about our Children's Privacy Policy?

If you have questions or wish to send us comments about this privacy policy, please send an e-mail with your questions or comments to safetysmart@us.ul.com or write us at:

Underwriters Laboratories Inc.
Attn: Consumer Affairs Department
333 Pfingsten Road
Northbrook, IL 60062

Links to Other Websites

The Site may contain links to other websites whose privacy practices may be different than ours. You should consult the privacy notice at the particular website to which they link to ascertain the practices there.

How will we notify parents if our Children's Privacy Policy changes?

We may amend this privacy policy at any time, and we will notify you of material changes by posting them on the Site. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and to whom we disclose it. We will apply material changes in our privacy policy only in conformance with applicable law, including any applicable provisions of the COPPA that require parental consent.

Last Updated September 1, 2010