

Let's Go Innovations, LLC

Privacy Policy

This policy applies to Let's Go Innovations, LLC ("LGI", "we", "our", "us"), the letsgoinnovations.com website ("the Website"), the Color Splash mobile app ("the App"), and any other services we provide.

We take your privacy very seriously. For this reason, we want to be clear about how we collect, use, share, and protect your information during your use of the Website and the App. This information may be expanded or updated as needed, so we encourage you to review it periodically. By using the Website or the App, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us.

Types of Information Collected

We do not require children under 13 to create an account or provide personal information to use the App's core features. Account-related personal information, such as name, email address, Apple ID information, or third-party authentication identifiers, is intended to be provided by a parent, guardian, or adult account holder. The App may also collect limited technical information, such as diagnostic data, app usage information, purchase-related records, and security logs, solely to operate, secure, troubleshoot, and improve the App. We do not use this limited technical information to identify, contact, advertise to, or profile children.

Information provided by adults/parents

- Name
- Email address
- Apple ID information provided through **Sign in with Apple**
- User identifier from a third-party service provider
- Communications sent through the Website or email

App and device-related information

- App user identifier or account identifier
- Diagnostic Data
- App usage information needed to operate, troubleshoot, and improve the App
- Purchase-related records from Apple or other third-party service providers if purchases are made

Website information

- Essential Cookies
- Information submitted through contact forms or email

This information is used only for the purposes described below.

How Your Information Is Collected

Your information may be collected in one of the following ways when using the Website or the App:

- By visiting the Website to view information about us, our services, our policies, or the App.
- By interacting with the Website to contact us.
- By installing the App and creating an account through a third-party authentication provider and inputting additional personal information.
- The App may collect certain information automatically, including, but not limited to, diagnostic data and information about the way you use the App.

- In-app purchases that require payment via a third-party service provider.

How Your Information Is Used

- To contact you in response to a submission from the Website.
- To identify your installation and use of the App and to provide you with the App's features and services.
- Personal information may be used for internal operations such as troubleshooting, data analysis, testing, and improvements to the App.
- Contact information will be used periodically to communicate updates to the App, for marketing promotions directed to adults/parents, or to ask for feedback.
- We may disclose user-provided and automatically collected information:
 - as required by law, such as to comply with a subpoena, or similar legal process
 - when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request
 - with our trusted third-party service providers who work on our behalf, do not have an independent use of the information we disclose to them, and have conditions governing processing of data
 - with owners and/or employees of LGI that access, update and maintain the Website and the App
 - through Cookies on our Website

Updating your Personal Information

Account-related personal information available in the App may include your third-party app store or authentication provider identifier, name, and email address. Other information described in this Privacy Policy, such as diagnostic data, app usage information, purchase-related records, and security logs, may be maintained separately to operate, secure, troubleshoot, and improve the App.

Opt-out Rights

You can stop all collection of information by the App easily by uninstalling the App. You may use the standard uninstall process as part of your mobile device or via the mobile application marketplace or network. If you have also consented to receiving marketing promotions, you can unsubscribe from these on any of the marketing messages.

Retention and Deletion of Your Information

We retain personal information for as long as necessary to provide and improve the Website and the App and for the other purposes described in this Privacy Policy. In general, we retain account-related information for as long as your account is active.

When you delete your account, we will delete your personal information or de-identify it so it can no longer reasonably be used to identify you, subject to the limited retention described below. We may retain certain information for longer if necessary to comply with law, respond to lawful requests, enforce our agreements, resolve disputes, prevent fraud or abuse, and maintain the security and integrity of our services (for example, records relating to purchases, chargebacks, or security logs).

You can request deletion by going to Settings > Contact Us in the App or by emailing us at info@letsgoinnovations.com. Please note that residual copies of certain information may persist for a limited period in our backups or logs as part of routine business continuity and security practices, but we restrict access to such data and delete or overwrite it in accordance with our backup retention cycles.

Children's Privacy (COPPA Compliance)

Our App is designed for children ages 4 and up, and we follow the requirements of the Children's Online Privacy Protection Act (COPPA). This section explains how we handle personal information from children under 13.

Information We Collect From Children

We do not knowingly collect personal information from children under 13. The App is designed so that children can use core features without providing personal information (such as name or email address). If we learn that we have collected personal information from a child under 13 without verifiable parental consent, we will promptly delete it or take other appropriate action required by law. Limited technical information is handled as described in the "Types of Information Collected" section above.

Parental Consent

Because we do not knowingly collect personal information from children under 13, we do not request verifiable parental consent (VPC) for the collection, use, or disclosure of children's personal information.

- **Parental Gate (Purchases/Settings).** We use an in-app parental gate (for example, requiring the user to solve a math problem) before allowing access to areas intended for parents, such as settings, in-app purchases or online marketplaces.
- **App Store Purchase Authorization.** In-app purchases are processed by Apple. A purchase (or purchase approval) requires the Apple ID account holder to authenticate using their Apple credentials (for example, Apple ID password or device-level authentication such as Face ID/Touch ID, depending on the device settings). This authorization is used to help ensure an adult account holder approves purchase transactions.

If a parent does not complete the parental gate and/or does not authorize the purchase through Apple's purchase authentication flow, the child cannot complete the purchase and any purchase-related features remain unavailable.

If you are a parent or guardian and believe we have collected personal information from your child without verifiable parental consent, please contact us at info@letsgoinnovations.com so we can review and promptly take appropriate action, including deletion where required.

How We Use Children's Information

We do not use children's personal information because we do not knowingly collect it.

Third-Party Service Providers

We may use third-party service providers (such as analytics or cloud hosting providers) to support the App. These providers are permitted to process information only on our instructions and for the purpose of providing services to us.

Parental Rights and Controls

Parents or guardians may contact us at any time to ask questions about this section or to request deletion of any child personal information that may have been collected without verifiable parental consent.

To make a request, parents can contact us at: info@letsgoinnovations.com.

Data Retention

If we ever collect personal information from a child under 13 without verifiable parental consent, we will keep it only for as long as necessary to address the reason it was collected (or as required by law) and then securely delete it.

Contact Us

If you have questions about our COPPA practices, please contact us at: info@letsgoinnovations.com.

Minimum Age Requirements

Our App is designed for children ages 4 and up. Children can use the App's core features without providing personal information.

We do not require children under 13 to create an account or submit personal information. If in-app purchases are available, access to purchase-related settings is protected by a parental gate, and purchase transactions require Apple's purchase authentication by the Apple ID account holder.

Parents are encouraged to supervise their child's use of the App and manage device-level parental controls (including App Store purchase settings).

If a parent or guardian becomes aware that their child has provided personal information without consent, they may contact us at info@letsgoinnovations.com and we will promptly delete the information.

Cookies

Cookies are small pieces of data saved by your web browser that are downloaded to your device when you visit a website. We use essential cookies on the Website to ensure proper functionality. You can accept or decline cookies by adjusting the settings on your browser.

This information applies to www.letsgoinnovations.com when you visit the Website to view policies or other information about Let's Go Innovations, LLC or the App.

Information Security

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect the information we process and maintain. For example, we limit access to this information to authorized employees and third-party vendors who need to know that information in order to operate, develop or improve the Website or the App. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

Data Disclosure and Sharing

We do not sell your Personal Data to third parties as defined by any state consumer privacy law.

Please see the information above about what categories of personal information we may collect from our customers, the sources of that information, and the purposes for collecting and using that information.

U.S. State Privacy Disclosures and Rights

This section applies to residents of U.S. states that provide privacy rights under applicable consumer privacy laws. Depending on where you live and how you interact with the Website and/or the App, you may have the rights described below. These rights are not absolute and may be subject to exceptions under applicable law.

State Privacy Rights (may vary by state)

- **Access/Know:** You may have the right to confirm whether we process your personal information and to access it.
- **Correction:** You may have the right to request we correct inaccuracies in your personal information.
- **Deletion:** You may have the right to request we delete personal information we maintain about you, subject to exceptions.
- **Data Portability:** You may have the right to receive a copy of your personal information in a portable and, to the extent technically feasible, readily usable format.
- **Opt-out of Targeted Advertising:** You may have the right to opt out of processing of personal information for targeted advertising. Because we do not engage in targeted advertising, there may be nothing for you to opt out of.
- **Opt-out of Sale:** You may have the right to opt out of the “sale” of personal information as defined by applicable law.
- **Opt-out of Profiling:** You may have the right to opt out of certain profiling in furtherance of decisions that produce legal or similarly significant effects.
- **Sensitive Data:** Certain laws provide additional protections for “sensitive” personal information. Where required by law, we will obtain your consent before processing sensitive personal information, or we will provide you with the right to limit such processing, as applicable.

How to Exercise Your State Privacy Rights

You (or, where permitted by law, your authorized agent) may submit a request by emailing us at info@letsgoinnovations.com. If you are using the App, you can also request deletion of your account using the in-app instructions described in the “Retention and Deletion of Your Information” section.

Verification and Response Timing

We may need to verify your identity and residency before processing certain requests. We will respond within the timeframe required by applicable law. If we deny your request, we will explain the basis for the denial, subject to legal restrictions.

Appeals (where required)

If your request is denied and you are entitled to appeal under applicable state law, you may appeal our decision by replying to our denial email or by emailing us at info@letsgoinnovations.com with the subject line “Privacy Appeal.”

Targeted Advertising, Sale, and Profiling

We do not sell your personal information for money, and we do not process personal information for targeted advertising (for example, cross-context behavioral advertising). If you have questions about our disclosures to service providers (such as analytics or cloud hosting providers), please contact us at info@letsgoinnovations.com.

Non-Discrimination

We will not discriminate against you for exercising your privacy rights. However, we may offer certain features that require processing of personal information (for example, App functionality). If you request deletion or opt out of certain processing, some features may be limited or unavailable.

CCPA Privacy

California Privacy Rights (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act as amended by the California Privacy Rights Act (“CCPA/CPRA”) provides you with certain rights regarding your personal information. This section describes those rights and explains how to exercise them.

- **Right to Know/Access:** You may request that we disclose the categories and specific pieces of personal information we collected about you; the categories of sources; the business or commercial purposes for collection, use, disclosure, sale, or sharing; and the categories of third parties to whom we disclose personal information.
- **Right to Delete:** You may request that we delete personal information we collected from you, subject to exceptions.
- **Right to Correct:** You may request that we correct inaccurate personal information we maintain about you.
- **Right to Opt Out of Sale/Sharing:** You may direct us not to sell your personal information and not to share your personal information for cross-context behavioral advertising (as those terms are defined under California law).
- **Right to Limit Use and Disclosure of Sensitive Personal Information:** If we collect “sensitive personal information” (as defined under California law), you may have the right to limit our use and disclosure of such information to certain purposes permitted by law.
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your CCPA/CPRA rights.

Sale, Sharing, and Targeted Advertising

We do not sell personal information for money, and we do not share personal information for cross-context behavioral advertising.

Sensitive Personal Information

California law defines certain categories of information as “sensitive personal information.” We use and disclose sensitive personal information only as permitted by California law, including to provide the Website and the App, maintain security, and comply with legal obligations. If applicable, you may request that we limit the use and disclosure of sensitive personal information by emailing us at info@letsgoinnovations.com with the subject line “Limit Sensitive Personal Information.”

Opt-Out Preference Signals (Global Privacy Control)

Some browsers and browser extensions support an opt-out preference signal, such as the Global Privacy Control (GPC). At this time, our Website does not respond to GPC signals. You can submit any California privacy request (including an opt-out request) by emailing us at info@letsgoinnovations.com.

Notice at Collection and Retention

At or before the point of collection, we provide notice of the categories of personal information we collect and the purposes for which we use it. The categories of personal information we may collect and the purposes for collecting and using that information are described in the “Types of Information Collected,” “How Your Information Is Collected,” and “How Your Information Is Used” sections above. We retain personal information as described in the “Retention and Deletion of Your Information” section, generally for as long as your account is active, unless a longer retention period is required or permitted by law.

Exercising Your CCPA Data Protection Rights

In order to exercise any of Your rights under the CCPA, and if you are a California resident, You can email us at info@letsgoinnovations.com or visit our “Contact Us” page on the Website.

We will disclose and deliver the required information free of charge within 45 days of receiving Your verifiable request. The time period to provide the required information may be extended once by an additional 45 days when reasonably necessary and with prior notice.

Do Not Sell or Share My Personal Information

We do not sell personal information for money, and we do not share personal information for cross-context behavioral advertising. If you would like to submit a California privacy request, please email us at info@letsgoinnovations.com with the subject line “California Privacy Request.”

“Do Not Track” (DNT) Policy (CalOPPA)

Our Website does not respond to “Do Not Track” (DNT) signals. DNT is a separate browser setting from opt-out preference signals such as Global Privacy Control (GPC) described above.

However, some third-party websites do keep track of Your browsing activities. If You are visiting such websites, You can set Your preferences in Your web browser to inform websites that You do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of Your web browser.

Contact Us

If you have any questions regarding privacy while using the Website or the App, or have questions about our practices, please contact us via email at info@letsgoinnovations.com.

Date of Issue: 07/01/2026