

Public Media Group of Southern California Privacy Policy

Effective date: October 13, 2025

For a printable version of the Privacy Policy, please [click here](#).

This Privacy Policy explains the types of personal information of Public Media Group of Southern California, including PBS SoCal and LinkTV (“**PBS SoCal**,” “**us**,” “**we**” or “**our**”), collects from our members, donors, participants and viewers as well as visitors to our websites pbssocal.org, heartpublictv.org, linktv.org, pmgsocal.org, and brokenbread.tv (our “**Sites**”) and other web-based services that enable website visitor access on our behalf, including downloads, widgets and other services provided by PBS SoCal (collectively, the “**Platform**”). This Policy also describes how we use personal information, the purpose for sharing and recipients of personal information, and your rights and choices associated with that information.

This Privacy Policy is provided in a layered format. You can jump to a specific section by clicking on the section below:

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We also encourage you to read this Privacy Policy, along with our Terms of Use, to understand how your personal information will be treated as you make full use of our Platform. Unless otherwise defined in this Privacy Policy, capitalized terms used in this Privacy Policy have the same meaning as in our Terms of Use.

1. Collection of Personal Information

a. Personal information you provide us

Personal information is any information that relates to an identified or identifiable individual. Personal information we collect will be apparent by the context of the page, and may include but is not limited to the following:

- When you pledge your financial support and become a member of PBS SoCal | KCET, we will collect the following information to create your PBS SoCal | KCET

Member Account (“**Member Account**”): your contact information, which includes your full name, mailing address, phone number, and email address; donation amount; payment and financial information, such as your credit or debit card information; information relating to any donated items; as well as information you choose to provide about yourself, such as your viewing habits, show preferences, birthdate, marital status, gender identity, information about other members of your household, and employment and education-related information.

- After creating your Member Account, you may be invited to access streaming video content from PBS through its “PBS Passport,” which also may be referred to as the “PBS SoCal Passport”. If you receive the invite and want to activate this benefit, you will be redirected to a website operated by PBS where PBS will ask you to sign in using your PBS SoCal Member Account information or to create an account by providing specified information such as your name and email address. Any personal information you provide to PBS in connection with your PBS Passport (including activating or accessing your account, or accessing content through your account) is subject to the PBS Privacy Policy at <https://www.pbs.org/about/about-pbs/privacy-policy/>.
- When you sign up for our email newsletters, we collect your full name, email address and interests and preferences, as well as any additional newsletters to which you’d like to subscribe.
- When you fill out our forms to apply for a contest, auction, sweepstakes, contest, or another promotional event (collectively, “**Promotions**”), we may collect: your contact information, such as your full name, email address, and mailing address; demographic information, such as your city, state and ZIP code; and any additional content you submit.
- When you communicate with us or other users through the Platform, or otherwise communicate with us by email, through a “contact us” form, or by mail or fax, we collect information about the communication and any other information you provide in your response. If you contact us by phone, we may collect call recordings, the phone number you use to call us, as well as additional information to verify your identity.
- We may collect personal information from you which some laws consider to be sensitive (“**Sensitive Personal Information**”). The collection of such personal information from individuals under the age of 13 requires parental consent; please see the “Children’s Personal Information” section of this Policy for more information.
- You may choose to participate in online forums that we may offer on the Platform, such as blogs, bulletin boards, chat forums, and message boards (“**Online Forums**”). The nature of our Online Forums is to share information and ideas with a public audience. Any information you submit for posting may be

posted on the Sites and/or be made public. Such information may include your username, the city you live in, and profile picture. You should use caution when participating in any Online Forums because, as any information you post on an Online Forum may be made public, it can be collected and used by us and third parties not bound by this Policy. We are not responsible for the information you submit in these Online Forums and other public areas on our Sites or for other users' actions with respect to that information.

b. Information that we automatically collect

Our Platform uses cookies and other online tracking technologies such as software development kits, social media pixels, web beacons, embedded scripts, tags (collectively, "**Cookies**") to collect information from you automatically, including:

- **Browser and device data**, such as IP address, device type, operating system and Internet browser type, screen resolution, operating system name and version, device manufacturer and model, language, plug-ins, add-ons, and the language version of the Sites you are visiting; and
- **Usage data**, such as time spent on the Sites, pages visited, links clicked, language preferences, information about your video and streaming activities, and the pages that led or referred you to our Sites.
- **Advertising information**: We also collect information about your online activities on our Sites and your connected devices over time and across third-party websites, devices, apps, and other online features and services.
- **Analytics information**: We use Google Analytics on our Sites to help us analyze your use of our Sites, apps, and electronic newsletters. We also use this information to diagnose technical issues.
- **Session replay information**: We may use session replay technology to monitor and record mouse clicks and movements, keystrokes, and pages and content viewed by you. This technology may also collect information that you type into our online forms, as well as browser and device data as described above.
- **Sensitive Personal Information**: We may collect the precise geolocation information when you enable location services. The categories of personal information outlined in this section may be considered Sensitive Personal Information when collected from a known child (defined as an individual under the age of 13).

To learn more about the Cookies that may be served through our Sites and Platform and how you can control our use of Cookies and third-party analytics, please visit the "Cookie Policy and Interest-Based Advertising" section of this Policy.

c. Information collected from other sources

- **Affiliates and Member Stations**. When you interact with our affiliates or other PBS member stations ("**Member Station**") and/or their websites, applications, or platforms, they may collect and provide us with information regarding your viewing behavior. Please refer to those affiliates' and Member Stations' privacy

policies and terms of service for more information. For example, to activate your PBS Passport, you may be given the option to sign into your Member Account, which will link your PBS Passport to your Member Account. This link will provide to us information on your viewing of content through and use of your PBS Passport, as well as aggregated viewing and usage information collected by PBS.

- **Service providers.** We may receive personal information about you from our service providers, such as those that conduct payment processing, analytics, advertising, hosting, marketing, customer and technical support, and other services on our behalf. Please review the remainder of this Privacy Policy to learn more about how and why we use this information.
- **Third-party sources.** We may get personal information about you from other sources, like social media networks. This can include things that other people post about you or give to us. We might also collect information about you from other services when you use them through our Platform. For example, you can choose to use features like Facebook, Google, or Apple to access the PBS Passport. These companies might collect information about you, including your account details, browser and device data, video viewing history, and how you use our Platform. They might share this data with us, too. To manage the information we receive from these companies, please update your privacy settings on your account with that specific company.
- **Advertising partners.** Information about your interaction with advertisements on our Services, or ads that we place on third party websites, from online advertising companies.
- **Information you provide about another individual.** The Platform may enable you to send someone else a message from the Sites, such as an invitation to a friend. If you utilize this feature, the information you provide (name, email address, mobile phone number, etc.) is used to send the message and is not used by us for any other marketing purpose unless we obtain consent from that person, or we tell you at the time you give us that information. You agree that you will get the other person's consent before giving us that person's contact information, and that you will not send us the contact information of a person under the age of 13. Please note that when you use any send-to-a-friend features on our Sites, your email address, mobile phone number, name or username, and message may be included in the message sent to that person.

2. Use of Personal Information

a. Our products and services

We use the personal information we collect to provide, maintain and improve our Sites and Platform, including:

- To enter into a contract for the sale of goods or services, to bill you for products or services, and to process payment transactions (including donations);
- To enable you to use interactive features of our Sites and Platform, such as our Online Forum;
- To provide you with customer support, including to contact you in response to a question that you sent and to send administrative messages, technical notices, updates, alerts and other information;
- To provide you with better products and services and improve and grow our business, including to perform research and development, understand our customer base, viewing interests, and purchasing trends, understand the success of our marketing and share relevant information with you;
- To operate and maintain safe, secure and reliable Sites and Platform;
- To provide aggregate viewing data to our affiliates and service providers, as well as PBS and Member Stations; and
- For the purpose(s) for which it was provided as described at the time of collection.

b. Marketing and events-related communications

We may send you promotional emails about PBS SoCal products and services, invite you to participate in our Promotions or surveys, or send messages to you for marketing purposes, as the law allows. For example, if you join an online auction, sweepstakes, or contest, we may use that information to follow up with you about an event or send you information that you asked for about our products or services. At the time the Promotion is offered, we will provide you with more information about what categories of personal information are collected and whether it will be sold or shared for targeted advertising, the categories of third parties that receive your personal information, a list of program partners outlining the benefits each provide, whether deletion of your personal information would make it impossible for us to provide the Promotion, and why sensitive personal information, if any, is required to provide the Promotion. You may opt out of receiving any, or all, of these Promotional messages from us via the unsubscribe link provided in our emails or by following our instructions in the “Your Rights and Choices” section.

c. Advertising

When you visit our Sites and Platform, we and our service providers acting on our behalf, may use personal information collected from you and your device to serve you targeted advertisements for our services on our Sites and other third-party websites and platforms you visit (also referred to as “interest-based advertising”), where allowed by law. For example, when you visit our Sites, we will use Cookies to identify your device and we may direct ads for our Sites and Platform to you as part of providing you with a customized experience. Please visit our Cookie Policy and Interest-based Advertising section of this Policy for information on your choices and control over our use of Cookies.

d. Other Business Purposes

PBS SoCal may also use personal information for other business purposes, including the following: (i) for accounting, audits, and other internal functions; (ii) for compliance with our legal obligations or to assert or defend a legal claim; (iii) for general business administration; (iv) for processing employment applications; and (v) for systems and data security.

3. Sale, Sharing, or Disclosure of Personal Information

In order to provide you with more personalized and relevant content, we partner with third party advertising and analytics partners and Member Stations, which involves exchanging some of your personal information. This exchange may be considered a “sale” or “sharing” as those terms are defined under some privacy laws. The personal information we “sell” or “share” is limited to your contact information, browser and device data, commercial information, sensitive personal information, and video viewing history. At any time, you can opt out of the sale or sharing of your personal information by contacting us. PBS SoCal may disclose your personal information collected or created through the Sites and Platform as outlined below.

- a. Our affiliates and Member Stations.** We may sell, share, or disclose personal information, such as video viewing information, with our affiliates and Member Stations to provide and deliver our Sites and Platform, and for internal administrative purposes.
- b. Service providers.** We disclose personal information to our service providers to provide services on our behalf, such as payment processing, analytics, advertising, hosting, marketing, customer and technical support, and other services. For example, when you become a Member or sign up to receive promotional emails from us, we may share some of your personal information with third parties to help us to complete your transaction or request.
- c. Business partners.** From time to time, we may want to share with you offers, the option to participate in surveys, coupons, sweepstakes, discounts, announcements, marketing materials, Promotions, or other opportunities on behalf of our business partners. For example, when a business partner co-sponsors a service and/or Promotion, we may want to share with you a promotion that they are making available to you. You then have the option to act on that promotion and, if you choose to accept it, you will interact directly with the business partner. In that event, this Privacy Policy will not apply to any information that you provide to that business partner, so we suggest you review their privacy policies.
- d. Co-Branded Areas.** Certain areas of the Sites may be provided to you in association with third parties (“**Co-Branded Areas**”) such as our donation partners, and may require you to disclose personal information to them. Such Co-Branded Areas will identify the third party and indicate whether it has a privacy policy that

applies to its collection and use of your information. As such, if at Co-Branded areas you decide to register for a third party's products and/or services, communicate with such third parties, or download their content or applications, you may be providing your information to both us and the third party. We are not responsible for such third party's data handling practices, so we recommend you review their privacy policies.

- e. Auctions, sweepstakes, contests and other Promotions.** We may offer Promotions through the Sites that may require registration. By registering or participating in a Promotions, you are agreeing to the Terms and Conditions or Official Rules (as applicable) of that Promotion, such as allowing the sponsor of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. If a Promotion is offered by or with a sponsoring third party(ies), your participation in such Promotion is your authorization to PBS SoCal to disclose your personal information with the sponsoring third party(ies). If you do not wish your personal information to be disclosed under these circumstances, you may choose to not participate. If you choose to enter a Promotion, personal information may be disclosed to other companies or the public. This could happen when choosing a winner, giving out prizes, as the law allows, or as permitted by the Promotion's Terms and Conditions or Official Rules, like putting your name on a list of winners.
- f. Online forum.** Any information you submit to the Online Forum will be accessible by other users of the Sites and Platform and the public. For example, if you submit a comment, all users will be able to see your comment.
- g. Other users and third parties authorized by you.** We share or disclose personal information with users and third parties directly authorized by you as necessary to maintain your PBS Passport (subject to eligibility) and provide the Platform. If you choose to activate your PBS Passport using a third party's single-sign-on feature, PBS will share or disclose personal information with that third party. The use of personal information by that third party is subject to the third party's privacy policy. In some cases, where a page on our Sites includes an interface from a social network, such as a feed from X (formerly known as Twitter) or a Facebook comment box, those services may set a Cookie even where you do not click a button. As is the case for all Cookies, we do not control data collected by other companies, just the Cookies we set ourselves.
- h. Third-party advertising and analytics partners.** We may partner with third-party online advertising partners, such as Google Analytics, who use Cookies and similar technologies to assist us in serving advertising regarding the Platform to others who may be interested in the Platform. We may also allow these third parties to place and read their own Cookies or similar technologies to collect your personal information through our Sites and Platform. We also partner with third parties (such as Facebook and Google) who use Cookies to serve interest-based advertising and content on their own platforms that may be based on your preferences, location, and/or interests. The personal information collected by these third-party advertising

partners may include your device or usage information and geolocation information, such as your IP address, and sensitive personal information, such as precise geolocation information when you enable location services. This use of Cookies by third-party advertising partners may be considered a “sale” or “sharing for targeted advertising” under the Colorado Privacy Act. Please see “Your Colorado Privacy Rights” for information about how you may opt-out of this sale or sharing.

- i. **Combined and aggregated data.** We might look at grouped, anonymous data (also called “aggregated” or “deidentified” data) and share this information with marketing companies, media groups, and analytics providers. We may also combine information from the Platform with other information we get for purposes like improving the Platform, tailoring our content to you, and to offer opportunities that may be of interest to you.
- j. **Affiliate and business transfer.** If PBS SoCal is involved in a merger, acquisition or asset sale, your personal information may be disclosed or transferred. We will provide notice before your personal information is transferred and becomes subject to a different privacy policy.
- k. **Compliance and harm prevention.** We disclose personal information as we believe necessary (i) to comply with applicable law, rules and regulations; (ii) to enforce our contractual rights; (iii) to investigate possible wrongdoing in connection with the Platform; (iv) to protect and defend the rights, privacy, safety and property of PBS SoCal, you or others; and (v) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities.

4. Your Rights and Choices

You may have rights and choices regarding our use and disclosure of your personal information. Unless instructed otherwise, you can exercise these rights and choices by emailing us at legal@pbssocal.org.

- a. **Opting out of receiving electronic communications from us.** If you no longer wish to get promotional email messages from us, you may opt out via the unsubscribe link included in such emails, or in some cases, by logging into your Member Account and changing your contact preferences. We will fulfill your request(s) as soon as possible. Please note that we may still send you important administrative messages that are required in order to provide you with our Platform, as the law allows.
- b. **How you can see or change your account personal information.** You can review, correct, or update your personal information directly within your PBS SoCal account settings section. If you need help with this process, please contact us using the information at the end of this Policy. Please include “Change of Information” in the subject line of any email request to edit your information. We will

make good faith efforts to make requested changes in our then-active databases as soon as possible, but sometimes your personal information might remain on backup media or may be kept for other reasons (e.g., if required by law). Also, if you have made any public postings on the Sites such as in forums or blogs, these communications generally cannot be removed. When you edit your personal information or change your preferences on the Sites, information that you remove may persist internally for our business purposes.

- c. Location data.** We may use precise geolocation data, with your permission, to determine your local station, provide features of our Sites and Platform, or improve and customize our Sites or Platform. You can enable or disable location services when you use our Sites or Platform at any time, through your device settings.
- d. Your California privacy rights.** California residents have the right to request information from PBS SoCal regarding third parties to whom we have disclosed certain categories of personal information during the prior year for those third parties' direct marketing purposes under California's "Shine the Light" law.

If you are a California resident and nonetheless would like to make a request that your personal information not be shared with third parties, please email us at legal@pbsocal.org with "California Privacy Rights" as the subject line. You must include your full name, email address and postal address in your request so that we can verify your California residence and respond.

- e. Your U.S. state privacy rights.** Residents of Colorado have the following rights under their state consumer privacy law:

- You have the **right to opt out of the sale** of personal data and **use of your personal data for "targeted advertising,"** as those terms are defined under applicable law.
- You have the **right to data portability**, subject to certain legal exceptions.
- You have the **right to opt out of "profiling"** under certain circumstances, as defined under applicable law.
- You have the **right to confirm processing of and access to** personal information under certain circumstances.
- You have the **right to correct** your personal information if inaccurate.
- You have the **right to request the deletion of your personal data**, subject to certain legal exceptions.

If you are a resident of Colorado you may, under certain circumstances, authorize another individual, certain technology, or a business (called an "authorized agent") to make consumer rights requests on your behalf.

We may have a reason under the law why we do not have to comply with your request, or why we may comply with it in a more limited way than you anticipated. If we do, we will explain that to you in our response. Residents of Colorado also have the right to appeal a denial of their request by contacting us as described in the notice of denial.

- f. Your Nevada privacy rights.** Nevada residents have the right to request to opt out of any “sale” of their personal information under Nevada law. If you are a Nevada resident and would like to make such a request, please email us at legal@pbssocal.org with “Nevada Privacy Rights” as the subject line. You must include your full name, email address, and postal address in your request so that we can verify your Nevada residence and respond.
- g. PBS Passport:** For assistance with PBS Passport accounts, please contact PBS directly at audienceservices@pbs.org.
- h. Text or SMS Options:** If you provide your phone number to make a donation via text or SMS, our third-party donation partners may send messages on our behalf about other donation opportunities. In some circumstances, we might require you to opt-in to receive text messages from us. At any time, you may opt-out of receiving particular text messages from us by texting STOP in response to any text message.

5. Security and Retention

We maintain appropriate technical, administrative, and physical safeguards to help protect the security of your personal information. Your personal information is accessible to only a limited number of personnel who need access to the information to perform their duties. Unfortunately, no method of transmission over the Internet or method of electronic storage is 100% secure, so we cannot ensure or warrant the security of any information you transmit to us, and you understand that any information that you transfer to us is done at your own risk.

We will keep your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We keep personal information to the extent necessary for our business purposes and to comply with our legal obligations (i.e., if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

6. Disclaimer Regarding Video Content

Our Sites and Platform may contain video content, audiovisual content, or content of a like nature (collectively, “**Video Content**”). In connection with our provision of Video Content, the Sites and Platform may utilize online targeting technologies and code-based tools, including, but not limited to, Software Development Kits (commonly called “SDKs”), pixels, and cookies (i.e., advertising or analytics cookies) that track information about your activity and webpage-viewing history on the Sites or Platform (collectively,

“Cookies”). Cookies on the Sites may result in information about your activity on the Sites or Platform being transmitted from your browser to PBS SoCal and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites and platforms, including advertisements for PBS SoCal content. Whether Cookies on the Sites result in your browser’s transmission of information to third parties depends on a number of factors that may be outside of PBS SoCal’s knowledge or control, including what third-party websites you use, what information you have provided to such third parties, and whether (and the extent to which) you have limited the use of Cookies by the operators of those third-party websites, platforms, and services. For more information about these Cookies and how to control the personal information collected by these tools, you may visit the “Cookie Policy and Interest-Based Advertising” section below.

7. International Data Transfers

Our Sites are run in the United States and meant for users in the United States. We may move, store, and use information we gather about you, including personal information, outside your state, province, country or other governmental jurisdiction. The laws that protect your information in the place where we process personal information may differ from the laws in your area, and sometimes, governments, courts, law enforcement agencies or other agencies in those areas may want access to your personal information. By using the Sites, Platform, or providing us with your personal information, you agree to let us move, store, and process your personal information in the United States and elsewhere as outlined in this Privacy Policy.

8. Cookie Policy and Interest-Based Advertising

a. Types of Cookies Used

When you visit our Sites and Platform, we may collect information from you automatically through Cookies, such as your device and usage information, and IP address. We also rely on third-party partners to provide many features of our Sites and Platform using data about your use of the Sites and Platform. We use Cookies for the following purposes:

- **Necessity.** To enable features we need to provide you with our Sites and Platform, such as to keep you signed in, improve security, and to prevent and detect fraud. The personal information collected by these Cookies includes contact information, device and usage data, and commercial information.
- **Preference.** To allow us to remember your preferences and identify you when you return to our Sites or Platform. The personal information collected by these Cookies includes contact information, device and usage data, and commercial information.
- **Analytics.** To help us understand how our Sites and Platform are being used, track site performance and content views, and to improve the content, products, or services. The personal information collected by these Cookies includes contact information, device and usage data, and commercial information.

- **Advertising.** To show you ads for what you like and where you are (targeted advertising) based on your interaction across different services and devices, including our Sites or Platform, and to see how well these ads work. The personal information collected by these Cookies includes contact information and device and usage data.
- **Social Media.** To enable the sharing of content from our Sites and Platform through social networking and other sites. Please note that through the Meta Pixel, Facebook can connect this data with your Facebook account and use it for its own advertising purposes, in accordance with Meta's Privacy Policy which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/). The personal information collected by these Cookies includes contact information and device and usage data.
- **Google Analytics.** We may use third-party service providers to monitor and understand the use of our Platform. For example, Google Analytics is a service offered by Google that tracks and reports website traffic. Google uses the information collected, including your IP address, to track and monitor the use of our Sites and Platform. This information is shared with other Google services and Google may use that information to target ads to you on its own advertising network. To learn more, please visit the Google Privacy Terms page: <http://www.google.com/intl/en/policies/privacy/>.

b. Managing Cookies

You can change your browser settings to decline or accept Cookies, but sometimes, not allowing or deleting certain Cookies means our Sites and Platform features may not work as designed.

Browser	Cookie Management Link
Google Chrome	https://support.google.com/chrome/answer/95647?hl=en
Firefox	https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US
Opera	https://help.opera.com/en/latest/security-and-privacy/
Microsoft Internet Explorer	https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d
Apple Safari	https://support.apple.com/en-il/guide/safari/sfri11471/mac

Microsoft Edge	https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09
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To opt out of our sharing of the data that is gathered when you visit our Site or Platform for purposes of targeted digital advertising, we encourage you to visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance’s Self-Regulatory Program for Online Behavioral Advertising](#) for more information about opting out of targeted digital advertisements. Similarly, you can learn about your options to opt out of mobile app tracking by certain advertising networks through your device settings. You may also visit these websites for more information on how you can opt back in to the sharing of your information.

Please note that opting out of advertising networks does not mean that you will not receive advertisements while using our Sites and Platform or on other websites.

Do Not Track (“**DNT**”) is a preference you can set in your web browser to inform websites that you do not want to be tracked. Currently, there is no industry standard for these DNT signals, so PBS SoCal does not respond to them at this time.

9. Children’s Personal Information

You must be at least 18 years old or older to create a Member Account or create a PBS Passport. While individuals under the age of 18 may use the Sites and Platform, they may do so only with the involvement, supervision, and approval of a parent or legal guardian.

Other than in the limited webpages and programs on our Sites directed to children under the age of 13 (“**Children**” or “**Child**”), we provide general audience Sites and do not use the Sites to knowingly collect personal information from Children. For portions of the Sites and programs that are directed to Children or that allow Children to submit personal information, such as the “Kids” webpage on pbssocal.org, we will collect, use, and disclose personal information as described in this Section 9 of the Privacy Policy.

When Children interact with portions of our Sites directed to them, we automatically collect personal information using analytics Cookies or similar technologies to support Site functionality and measure Site usage. While PBS SoCal does not knowingly collect browser or device data or usage data and identifiers (such as device serial numbers and IP addresses) from Children via advertising Cookies, this information may be collected if Children navigate to general audience portions of our Sites that are not directed to Children. Our use of analytics Cookies or similar technologies may be considered a “sale” of your Child’s personal information. To opt-out of this sale, please contact us at legal@pbssocal.org. See the “Managing Cookies” section above for more information about how to control your Cookie preferences.

We may also collect personal information about Children directly from parents or legal guardians when they register their Child to participate in a contest or event, which may include, name, contact information (including phone number, mailing address, and email address), photos, videos, and geographic location.

We use the personal information collected from Children to provide and improve our Sites and Platform, including to serve contextual advertising or cap the frequency of advertising, communicate information, and enforce parental controls. We will not serve targeted ads to your Child when they are viewing content on a webpage intended for children. We use personal information collected from parents about their Child to enable participation in, and marketing of, any contests or events for which they sign up. For example, if your Child is a winner of the PBS SoCal KIDS Writers Contest, and with your consent, we may publish on our Sites a photo of your Child, along with his or her first name and city of residence. Parents or legal guardians are able to provide their consent on the registration forms for such contests or events.

We disclose personal information about children only as described in this Privacy Policy, but please note that your Child may be able to share information publicly and with others depending on the child's participation in any contest or event. We may combine your or your Child's information with information about other users in a way that does not directly identify you or your Child, and may share this information with third parties to help us create, review, and improve our Site and Platform. It is possible that the third parties may use this aggregated or de-identified information to develop their own products and service offerings.

Parents and guardians may revoke permission on behalf of a Child or request to review or delete that Child's personal information, and may submit such a request by emailing us at legal@pbsocal.org with "Children's Privacy Inquiry" in the subject line or by contacting us by mail using the address in the Contact Us section below. If you are aware that a Child has provided us with personal information without parental or guardian consent, please contact us using the information in the "Contact Us" section. If we become aware that we have collected personal information from Children without verification of parental consent, we will take steps to remove that information from our servers.

10. Links to Other Websites

Our Sites and Platform may contain links to other websites that are not operated by us, so we encourage you review their privacy policies. If any linked website is not owned or controlled by us, we are not responsible for its content or privacy policies, or the practices of the operator of the website or services.

11. Changes to This Privacy Policy

We may change this Privacy Policy from time to time to reflect new services, changes in our data practices or relevant laws. The "Effective Date" at the top of this Privacy Policy indicates when this Privacy Policy was last revised and you are advised to

review this Privacy Policy from time to time for any changes. Any changes are effective when we post the revised Privacy Policy on the Sites or Platform. If we make any material changes to this Privacy Policy, we will take reasonable measures to notify you via email and/or a prominent notice on our Sites or Platform prior to the change becoming effective, and will update the effective date at the top of this Privacy Policy.

12. Contact Us

If you have any questions about this Privacy Policy or wish to exercise one of your privacy rights, please contact us at the following:

By e-mail: legal@pbssocal.org

By phone: (714) 241-4198

By mail: Public Media Group of Southern California
Attention: Privacy Division, Legal Department
2900 West Alameda Ave.
Suite 500
Burbank, CA 91505