



We think long and hard about the data we collect, and we do everything we can to protect your privacy. We never sell any of your data and we never use it to show you ads. We don't follow you outside the app and we don't do any retargeting advertising. And, we don't upload your email to Facebook platforms to help us build marketing audiences. Below is a look at what we collect and why.



When you download Kinzo Messenger

We collect device information.

This info helps us understand user demographics and the different devices that our community might be using. We look at this data at the aggregate level, not the individual level.

When you sign up & create an account

We collect your IP address, email, PIN, first and last name and profile picture if you upload one.

This info is used for general account management. We use your IP address to see the regions where our user base is located. We use your email address to send you a consent email, and your PIN ensures your account security. We use your name to personalize emails, and your profile pic helps personalize your account.



When you create a kid profile

We collect your kid's first and last name, their birth year and month, PIN—and their profile picture and the nickname they call you if you add that information.

Your kid's name is also used for general account management. We collect their birth year and month so we have an idea of the average age of the kids who use our apps and can design appropriate experiences for them. Fun fact: we used to ask for birth day and gender, but we stopped because that's sensitive info and we decided that collecting it didn't benefit our users at all.

When you follow a path

We collect information about how many users are following a Path, and whether they are adults or children.

We look at this data at the aggregate level, not the individual level. This info helps us know which Paths are popular with our users. We also use this data to report high-level stats to our Path partners like number of followers and shares.



When you download a wallpaper, face filter, mini game or sticker pack

We collect information about these downloads, and whether it's adults or children doing the downloading.

Again, we look at aggregate data, not individual data. This just helps us know what content is hitting the mark with our users.

When you send a message

We store the content of the message, but no one ever looks at it unless it's reported or flagged by our AI content moderation solution.

Messages in Kinzo are not encrypted, because that's dangerous on a kids' platform. If anything is flagged or reported, it's crucial we're able to check the content and ensure every user's safety.



When you make a purchase

We collect information about adults purchasing subscriptions or Zoonies.

Purchases are processed through the App Store or Play Store, so Kinzo doesn't have any of your credit card info. We look at high-level numbers on how many purchases are happening.

When you reach out to customer support

We have a record of whatever information you give us when you describe your problem.

We might ask for more info about your device and operating system to help us get to the bottom of your issue.



When you visit our website

We collect website cookies.

We use this aggregate info to understand how our paid advertising is working and how our marketing is performing.

When you do something we've earmarked as an "event" in our app

We collect information of specific "events," like when a user sends their first message or sends a referral code to another user.

We do this to better understand what's driving engagement. We want to know what you do and don't love in Kinzo, so we can give you more of what you love! We work with aggregate info, meaning we just look at total numbers. And, we follow COPPA and GDPR regulations.



What the heck is aggregated data?

When we work with aggregated data, we're looking at high-level numbers. We don't look at what each individual user is doing or create records of your activities and preferences like some other platforms. Instead, we track overall stats to help us understand what features are popular with the community.

Our privacy promise to you:

- ★ We don't sell your data
- ★ We don't use your data to show you targeted ads
- ★ We don't follow you outside the app
- ★ We don't use retargeting ads
- ★ We don't hand your email over to advertising platforms to build our audience.

