

MAGIKID ROBOTICS LAB – PRIVACY POLICY

Effective Date : March 11, 2026

MAGIKID FRANCHISING INC. ("Magikid," "we," "our," or "us") respects the importance of your privacy. This Privacy Policy explains how we collect, use, disclose and safeguard Personal Information when you visit www.magikidlab.com (the "Site"), use any MAGIKID ROBOTICS LAB® mobile or desktop application (the "Apps"), access our password-protected portals for students and parents (the "Portals"), or otherwise interact with the products and services offered at independently owned and operated MAGIKID ROBOTICS LAB franchised locations (the "Franchised Locations") and Licensed Labs.

A limited number of early MAGIKID ROBOTICS LAB centers were established under a licensing arrangement with Angell Echo Inc. (each, a "Licensed Lab"). Unless expressly stated otherwise, Licensed Labs are treated as Franchised Locations for purposes of this Privacy Policy.

PLEASE READ THIS PRIVACY POLICY AND OUR TERMS OF USE CAREFULLY. BY ACCESSING OR USING THE SITE, APPS, PORTALS, OR ANY SERVICE (COLLECTIVELY, THE "SERVICES"), OR BY CLICKING TO ACCEPT OR AGREE, YOU CONSENT TO THE PRACTICES DESCRIBED BELOW. IF YOU DO NOT AGREE, DO NOT USE THE SERVICES OR PROVIDE US WITH PERSONAL INFORMATION.

1 Scope

This Privacy Policy covers our handling of "Personal Information"—information that identifies, relates to, describes, or could reasonably be linked to an individual—collected through the Services. It does not govern:

Information collected offline or through channels other than the Services;

Information collected through a medium governed by a separate privacy policy (e.g., sweepstakes rules);

Information collected by third parties that is not provided to us; or

De-identified or aggregated information that cannot reasonably be used to identify you.

2 Information We Collect

2.1 Information You Provide Directly

Account & Enrollment Data — name, email, postal address, phone number, child's name and birth date, login credentials.

Payment Data — billing address, card details (processed by **Stripe** or **another secure payment processor**).

Communications — records of emails, SMS or calls with Magikid or a Location; survey responses; franchise inquiries.

User-Generated Content — reviews, comments, photographs or other content you post to the Services.

Prospective Franchisee Data — education background, employment history, identity details, and financial information (liquidity, assets).

2.2 Information from Third Parties

Social-media platforms (e.g., Facebook, Instagram) when you interact with our pages or share content.

Gift-card purchasers or recipients.

Marketing or analytics providers, and public databases.

2.3 Information Collected Automatically

Using cookies, pixels and similar technologies we collect device/browser data, usage metrics, IP addresses, crash reports and more, which may be linked with other information we hold about you. Most browsers allow you to block cookies.

2.4 Location Data

With your consent we may collect precise or approximate location to tailor content or identify the nearest Location.

3 How We Use Personal Information

We and/or Franchised Locations use Personal Information to:

Provide & manage Services — process enrollments, schedule classes / camps, manage accounts, deliver customer support.

Personalize experiences — customize content and recommendations.

Marketing — send newsletters, promotions, SMS messages and targeted ads (you may opt-out at any time).

Research & analytics — improve Services and understand usage.

Legal & security — prevent fraud, enforce agreements, comply with law.

Interactive features — enable forums, reviews or other social tools.

Where required by the **EU/UK GDPR**, our legal bases include consent, contract performance, legitimate interests, legal obligations, and vital interests.

4 Retention

We retain Personal Information as long as necessary for the purposes described or as required by law.

5 International Transfers

We and our servers are **based in the United States**; by using the Services you consent to **transfer and storage of your information in the U.S.** with appropriate safeguards.

6 Sharing Personal Information

We do not sell Personal Information. We may share it with Franchised Locations/Licensed Labs, service providers, for legal reasons, during business transactions, or with your consent. Payment-card data is shared only with secure payment processors.

7 Your Choices

Marketing communications — unsubscribe via email link, reply **STOP to SMS**, or adjust account settings.

Cookies — manage via browser settings.

Account data — update through your profile or request changes via **support@magikidlab.com**.

8 Security

We use reasonable administrative, technical and physical safeguards, but no system is fully secure.

9 Children's Privacy

We comply with **COPPA** and **limit data collection from children under 13**. Parents may **review or delete** their child's information by contacting **support@magikidlab.com**.

10 Regional Rights (GDPR, CCPA, etc.)

Residents of the **EEA, UK, California or other regions with data-rights laws** may exercise rights of access, deletion, correction, restriction, objection or portability by contacting **support@magikidlab.com** or **+1 (818) 942-3366**.

11 SMS & Email Marketing

By providing a mobile number and opting-in, you consent to receive SMS messages from Magikid. Message frequency varies; carrier rates apply. You can **email support@magikidlab.com** to **"STOP"**, **cancel** or **find HELP** for assistance.

12 External Links

We are not responsible for the privacy practices or content of third-party sites linked from the Services.

13 Changes to This Privacy Policy

We may update this Privacy Policy periodically. Material changes will be posted on the Site with a new effective date and, where appropriate, notified by email or prominent notice.

14 Contact Us

Privacy Office – Magikid Franchising Inc.

Email : support@magikidlab.com

Phone : +1 (818) 942-3366

Address : 9244 Prestmont Place, Suite 304, Frisco, TX 75035-5688