

Privacy Policy

Last updated 24th of September 2025

1. Who we are

Keen Kids (“we”, “our”, “us”) provides games, learning activities, and other child-friendly content through our website and mobile applications.

We take privacy seriously, especially for children under 13. This policy explains how we collect, use, and protect information.

2. Information we collect

We design our apps so that children can use them safely.

- We do not knowingly collect personal information from children under 13 without parental consent.
- Some limited information may be collected automatically (such as device type, app version, crash reports, or anonymous usage statistics). This helps us improve the app.
- If your child tries to use features that require personal information (such as creating an account, signing up for newsletters, or making a purchase), we will first request parental consent.

3. Payments and purchases

If parents choose to make purchases (for example, buying a book or unlocking features), these transactions are handled securely through Google Play, Apple App Store, or other trusted payment providers.

- We do not store credit card or payment information.
- Parents control whether purchases are allowed on a child’s device.

4. How we use information

We only use information for:

- Running and improving our app
- Providing support if parents contact us
- Processing purchases requested by parents

We do not use children’s information for targeted advertising, profiling, or selling data to third parties.

5. Sharing information

We do not share children’s information with third parties, except:

- With service providers that help us run the app (and they must follow strict privacy rules)
- If required by law, to protect safety or prevent fraud

6. Parental rights and choices

Parents can at any time:

- Request to see what information we have about their child
- Ask us to delete their child's personal information
- Withdraw consent for further data collection

To make a request, contact us at: [Insert contact email]

7. Security and data storage

- We take steps to protect information from loss, misuse, or unauthorized access.
- We only keep information as long as needed for the purpose it was collected.

8. Ads and third-party services

- Our app is designed for children, so we do not show personalized advertising.
- If we ever use third-party tools (for analytics or crash reporting), we choose providers that comply with Google Play Families Policy and child-privacy rules.

9. Changes to this policy

We may update this privacy policy from time to time. If important changes are made, we will notify parents via the app or our website.

10. Contact us

If you have questions, please contact:

Keen Kids

Email: info@keenkids.com.au

Website: <https://www.keenkids.com.au>