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## MY SPECIAL AFLAC DUCK PRIVACY POLICY

Effective Date: September 1, 2018

### SCOPE

This Privacy Policy ("Policy") describes how the American Family Life Assurance Company of Columbus ("Aflac") treats the information we collect through our My Special Aflac Duck mobile application ("Application"). This Policy does not apply to information we might collect from you offline or through other services offered by Aflac Incorporated and the Aflac group of insurance companies, including Aflac, its wholly owned subsidiary American Family Life Assurance Company of New York, and Continental American Insurance Company ("Aflac Group").

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### CHILDREN UNDER 13

We do not knowingly collect personal information (as defined under the Children's Online Privacy Protection Act or "COPPA") through the Application from persons under the age of 13. Where applicable, we strive to comply with the provisions of COPPA. If you are a parent or legal guardian and think your child under 13 has provided us with personal information, please contact us at [contactus@AflacChildhoodCancer.org](mailto:contactus@AflacChildhoodCancer.org). You can also write to us at the address listed at the end of this website Policy. Please mark your inquiries "COPPA Information Request." Parents, you can learn more about how to protect children's privacy on-line [here](#).

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### TYPES OF INFORMATION WE COLLECT

When you use this Application, we will collect a hashed-version of the device identifier associated with the device used to access the Application. This hashed-version of the device identifier cannot be used to identify you because we do not collect any personally identifiable information that may be used to link this to you. We may look at where our Application was downloaded and how often it is used. We may also collect information about how you or your child interacts with the Application. We may also collect this information over time. We may also collect information about the mobile network used to access the Application or information about the Bluetooth functionality in the device your or your child uses to access the Application. The information that we may collect is done with the intention to improve My Special Aflac Duck and the Application over time to provide the best experience for you and your child.

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### HOW WE COLLECT YOUR INFORMATION

Aflac passively collects information when you or your child visit and navigate our Application. Our third party service providers may also collect information this way on our Application.

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### HOW WE USE YOUR INFORMATION

We may use the information that we collect through our Application to provide and improve the Application. We may also use the information for security purposes, as otherwise permitted by law or as we may notify you.

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### HOW WE SHARE YOUR INFORMATION

We may share the information we collect through the Application internally within Aflac or externally with our service providers. For example, this may include Sproutel, Inc., the company that helps us run our Application, and Google LLC, the company that provides our analytics services. We may also share the information with successors to all or part of our business or one of our brands, or to comply with the law or protect ourselves. We may also share information for other reasons we may describe to you when we collect the information.

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## **YOUR CHOICES AND HOW TO CONTACT US**

If you have any questions, comments or concerns with respect to our privacy practices or this Policy, or if you would like us to delete the information we maintain about you or your child, please email us at [contactus@AflacChildhoodCancer.org](mailto:contactus@AflacChildhoodCancer.org). You may also write to us at the following address:

**Aflac Childhood Cancer Campaign**  
**1932 Wynnton Rd**  
**Columbus, GA 31999**

## **CHANGES IN POLICY**

From time to time, we may change our Policy. We will notify you of any material changes to our Policy as required by law. We will also post an updated copy on our Application. Please check our Application periodically for updates.

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Aflac herein means American Family Life Assurance Company of Columbus and American Family Life Assurance of New York. WWHQ | 1932 Wynnton Road | Columbus, GA 31999.

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