

Updates: January 4, 2023

At The Bump, the privacy of our users is of utmost importance to us. We recognize that pregnancy is a highly personal life event, and we take extra precautions in ensuring our users' data is protected. We understand that privacy matters, and we limit the amount of personal information we collect to what is necessary to provide our users the experience they expect on The Bump.

This Privacy Policy describes the data protection practices of The Bump (“we,” “us,” or “our”). This Privacy Policy applies to the website and mobile application operated by The Bump.

THE INFORMATION WE COLLECT AND THE WAYS WE USE IT

We obtain information about you through the means discussed below when you use our services. The information we collect and the purposes for which we use it will depend to some extent on the specific services you use and how you interact with The Bump. The following section describes the categories of information about you that we collect and how we collect and use such information. See the following section for information regarding the purposes for which we collect information.

Information we collect from you directly

Contact and account registration information: First name, last name, community name, email address, password, and email preferences. If you choose to provide it, we will collect your street address, ZIP code, city and State of residence. This information will be used to match the registry you have created with the retailers that are part of our website to your The Bump account.

- **Purposes of use**

- Provide the platform services (use The Bump app or website and the different products)
- Communicate with you (for example, to send you helpful information about your pregnancy based on the stage you are in)
- Personalize your experience (for example, we personalize the guest view of the registry by creating a default welcome message using your first name)
- Secure our services and users
- Fraud prevention and legal purposes

Status information: we will collect the stage of parenthood for you or the person you love: Trying to conceive, baby on the way, you are a parent, and someone who you love is pregnant.

- Provide the platform services (use the The Bump app or website and the different products)
- Communicate with you (for example, to send you helpful information about your pregnancy based on the stage you are in)
- Personalize your experience (e.g., content we show you, products you can use)

If you experience a pregnancy loss, you can optionally provide this information to us. We only use this information to remove your baby profile within your account, and to manage the communications you receive from us (i.e., we will no longer send you related email newsletters for your profile and will stop app push notifications for your profile connected to the due date or your child birthday you provided). We do not share this information with anyone unless we are legally obliged.

Information about your baby: If your baby is on the way we will collect from you the baby's due date (day, month and year) and if you are expecting a single baby or multiple babies. If you are already a parent, we will only collect baby's birth date (day, month and year). Only if you decide to provide it, we will collect the baby's gender, baby's name, and the number of children you have.

- **Purposes of use**
 - Provide the platform services (use the The Bump app or website and the different products)
 - Personalize your experience

Information about your significant other: First name, last name, community nickname, email address, account username, password, and email preferences. Only if you choose to provide it, we will collect postal address, ZIP code, city and State of residence.

- **Purposes of use**
 - Provide the platform services (use the The Bump app or website and the different products)
 - Communicate with you (for example, to send you helpful information about your pregnancy based on the stage you are in)
 - Personalize your experience (for example, member posts also show the community username, personalizing our welcome message)
 - Secure our services and users
 - Legal purposes

User-generated content: Any photos, videos, audio, and information you upload in the public The Bump forums, message boards, or other features of The Bump, and feedback you provide about our services.

- **Purposes of use**

- Provide the platform services (use the The Bump app or website and the different products)
- Communicate with you
- Personalize your experience (for example, if you upload an image for your profile, that image is used as your avatar in community)
- Legal purposes
- Improve our services

Customer service information: Any questions and other messages you address to us directly through online forms, by email, by social media, over the phone, or by post, and summaries or voice recordings of your interactions with customer care.

- **Purposes of use**

- Communicate with you
- Provide the platform services (use The Bump app or website and the different products)
- Secure our services and users
- Fraud prevention and legal purposes

Research, survey, or sweepstakes information: If you participate in a survey or sweepstakes, we collect information needed for you to participate (such as contact information), and to fulfill your prize. We only collect this information if you direct us to do so.

On some of our sweepstakes or contests, and with your consent, we post your picture and your first name and last name initials as the winner of such event. Requests for removal of a user testimonial can be done by contacting us as detailed in the [“The Bump Contact Information”](#) section below.

- **Purpose of use**

- Communicate with you
- Manage the contest and fulfill the prize
- Secure our services and users
- Legal purposes

Information we collect automatically

Device information and identifiers: IP address, browser type and language, operating system, platform type, device type, software and hardware attributes, and unique device, advertising, and app identifiers.

- **Purpose of use**
 - Provide the platform services (use The Bump app or website and the different products)
 - Personalize your experience
 - Secure our services and users
 - Fraud prevention and legal purposes
 - Third parties product advertising

- **Sources of personal information**
 - Advertising technology partners (e.g., SSP)
 - Advertising clients
 - Ad verification partners
 - Cookies and tracking technologies

Connection and usage data: information about files you download, domain names, landing pages, browsing activity, content or ads viewed and clicked, dates and times of access, pages viewed, forms you complete or partially complete, search terms, uploads or downloads, whether you open an email and your interaction with email content, access times, error logs, and other similar information.

- **Purpose of use**
 - Provide the platform services (use The Bump app or website and the different products)
 - Personalize your experience
 - Secure our services and users
 - Fraud prevention and legal purposes

- **Sources of personal information**
 - Advertising technology partners (e.g., SSP)
 - Advertising clients
 - Ad verification partners
 - Cookies and tracking technologies

- Marketers
- Our Affiliates

Geolocation: city, state, country, and ZIP code associated with your IP address. We do not collect your precise location.

- **Purpose of use**

- Provide the platform services (use The Bump app or website and the different products)
- Personalize your experience
- Secure our services and users
- Fraud prevention and legal purposes

- **Sources of personal information**

- Advertising technology partners (e.g., SSP)
- Advertising clients
- Ad verification partners
- Analytics providers
- Marketers
- Our Affiliates

Any other information you choose to directly provide to The Bump in connection with your use of the services and that have no purpose for us will be anonymized and not used for any purpose.

HOW WE SHARE AND DISCLOSE YOUR INFORMATION

The Bump will share the information collected from and about you as discussed above for various business purposes. The section below explains the categories of third parties with which we may share your information, and the categories of information we may share with each.

Third Parties With Which We Share Information and Why:

Companies within TKWW Group. The Bump is part of The Knot Worldwide Inc. (TKWW) group of companies. We will share information we collect within the family of TKWW companies to deliver products and services to you, ensure a consistent level of service across our products and services, and enhance our products, services, and your customer experience.

- **Categories of information shared**
 - All categories of information we collect may be shared with our Affiliates

Service Providers that Perform Services on our Behalf. In order to provide Services to you we need to contract part of those services with third parties that support our business (Service Providers). Those parties may provide us services such as: marketing, advertising, data analysis and insight, research, technical support and customer service, data storage, security, fraud prevention, and legal services. The Service Providers will get access to your information where necessary for the provision of the service to us. The Bump has entered into agreements and will put in place enough safeguards to ensure the Service Providers will use your information in a secure and confidential way, and only use your personal information to provide the service.

- **Categories of information shared**
 - All categories of information we collect may be shared with our service providers

Third Party Partners for Marketing Purposes. We sell your information only to the partners that you have selected and are related to our services on The Bump.

- **Categories of information shared**
 - Contact and account registration. Specifically First name, last name, email address, and due date.

Third Party Partners to Provide Co-Branded Products and Services. In some cases, we share information with third-party partners to provide co-branded products or services, including contests, sweepstakes, and joint activities.

- **Categories of information shared**
 - Contact and account registration
 - Demographic and statistical information
 - User-generated content
 - Research, survey, or sweepstakes information
 - Geolocation

Third Parties for Legal Purposes. We believe in providing you protection and control over your information. To protect your information, we request that all government

agencies seeking access to our customers' data follow valid legal processes. Therefore, we will not share your information in response to requests from law enforcement unless:

- we determine that we are legally obligated (e.g., if we receive a subpoena or other court order for the information);
- it is beneficial to protect our users rights or interests (e.g., in the event of an imminent threat to a user's safety); and/or
- it is beneficial to protect TKWW's rights or interests (e.g., government agencies inspections/inquiries related to our business/operations).

In each case where we are legally obligated to provide your information to law enforcement, we will:

- assess available legal avenues to determine and/or challenge the validity of the request;
 - if legally permitted, endeavor to notify you of the nature of the request and the categories of your information that was shared; and,
 - limit our responses to only the information that we determine we are required to share by law.
- **Categories of information shared**
 - All categories of information we collect may be shared for legal purposes.

Third Parties in a Business Transaction. We may disclose or transfer information in connection with a corporate transaction, including for example a merger, investment, acquisition, reorganization, consolidation, bankruptcy, liquidation, or sale of some or all of our assets.

- **Categories of information shared**
 - All categories of information we collect may be shared in connection with a business transaction

Third-Party Online Advertisers and Ad Networks. The Bump services integrate third-party advertising technologies that allow for the delivery of relevant content and advertising on the services, as well as on other websites you visit and other applications you use, and these technologies will collect certain information from your use of the services to assist in delivering such ads. You can find more information in our cookie and online advertising statement.

- **Categories of information shared**
 - Demographic and statistical information

- User-generated content
- Device information and identifiers
- Connection and usage data
- Geolocation (city, state, country, and ZIP code associated with your IP address. We do not collect your precise location)
- Social media information

YOUR CHOICES AND RIGHTS

No matter where you reside, on The Bump you have certain rights with respect to your information as further described in this Section, in addition to any rights discussed elsewhere in this Privacy Policy. The Bump will honor the following rights:

- Update or correct your information; you can at any time contact The Bump to change the information you have provided to us.
- Delete your information; you can request us to delete information related to you within our systems. Please be aware to honor this right The Bump will fully anonymize your information.
- Opt-out of marketing communications; you can let us know that you do not want to receive any marketing communications from us. You still will receive transactional communications.

We will consider all requests and provide our response within the time period stated by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interests or to comply with a legal obligation. We will let you know where this is the case or if certain rights don't apply in your country or state of residence. We may request that you provide us with information necessary to verify your identity before responding to your request as required or permitted by applicable law. If you are a California resident, please see the "Privacy Information for California Residents" section on the footer of our website for information about your specific rights under California law.

You can exercise any of the rights mentioned above directing your request to the contact information at the end of this privacy policy. For a deletion request, you can also use this [form](#).

CHILDREN'S PRIVACY

The services are intended for general audiences and not for children under the age of 13. If we become aware that we have collected “personal information” (as defined by the United States Children’s Online Privacy Protection Act) from children under the age of 13 without legally-valid parental consent, we will take reasonable steps to anonymize it as soon as possible. We also comply with other age restrictions and requirements in accordance with applicable local laws.

HOW WE PROTECT YOUR INFORMATION

We take a variety of industry standard security measures (such as encryption in transit and at rest) to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. However, no method of transmission, and no means of electronic or physical storage, is absolutely secure. As such, you acknowledge and accept that we cannot guarantee the security of your information transmitted to, through, or on our services or via the Internet and that any such transmission is at your own risk.

When you sign up for an account, you will be required to establish a username and password. If you create an account with us, you are responsible for maintaining the confidentiality of your account password and for any activity that occurs under your account. We are not responsible for any loss or damage arising from your failure to maintain the confidentiality of your password.

RETENTION OF YOUR INFORMATION

We will keep your personal information for as long as is necessary to provide you the services and as long as you are an active user of our platform. Thereafter, we will keep your personal information for as long as is necessary:

- To respond to any questions, complaints, or claims made by you or on your behalf;
- To show that we treated you fairly; or
- To keep records required by law.

We will not retain your personal information for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of personal information, and you have the right to delete certain categories of your information.

CHANGES TO OUR PRIVACY POLICY

We reserve the right to amend this Privacy Policy to reflect changes in the law, our data collection and use practices, the features of our services, or advances in technology. By continuing to use the services, you are confirming that you have read and understood the latest version of this Privacy Policy.

Privacy Policy last updated on October 28, 2022.

The Bump CONTACT INFORMATION

It is important to us that we are transparent about what user data we collect and how we keep it private and secure. If you have any questions or comments regarding our privacy practices or you want to exercise any of your rights, you can contact us at support@thebump.com.

By mail: The Knot Worldwide Inc., 2 Wisconsin Cir., 3rd Floor, Chevy Chase, MD 20815.