



# Cookie Policy

**Effective Date:** January 1, 2026

**Last Updated:** December 31, 2025

## 1. INTRODUCTION

This Cookie Policy explains how Protect Us Kids Foundation ("PUK," "we," "us," or "our") uses cookies and similar tracking technologies on our website ([www.protect-us-kids.org](http://www.protect-us-kids.org)) and related services.

This policy should be read in conjunction with our Privacy Policy and Terms of Service.

## 2. WHAT ARE COOKIES

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit a website. They are widely used to make websites work more efficiently and provide information to website owners.

Cookies can be "persistent" (remaining on your device until deleted or expired) or "session" (deleted when you close your browser).

## 3. HOW WE USE COOKIES

PUK uses cookies for the following purposes:

Essential functionality: Enable basic website features like navigation and access to secure areas

Security: Protect against fraud and maintain the security of our Services

Preferences: Remember your settings and choices (language, accessibility options)

Analytics: Understand how visitors use our website to improve our Services

Performance: Monitor website speed and performance to identify technical issues

We do NOT use cookies for:

- Third-party advertising
- Cross-site tracking for marketing purposes
- Selling your data to third parties

## 4. TYPES OF COOKIES WE USE

### STRICTLY NECESSARY COOKIES

**Phone:** (866) 772-3354

**Email:** [info@protect-us-kids.org](mailto:info@protect-us-kids.org)

**Website:** [www.protect-us-kids.org](http://www.protect-us-kids.org) | **Address:** 1629 K St NW, Suite #300, Washington, DC 20006, United States



These cookies are essential for the website to function and cannot be disabled.

Session management: Keep you logged in during your visit

Security: Prevent cross-site request forgery and other security threats

Load balancing: Distribute traffic across our servers

#### PREFERENCE COOKIES

These cookies remember your choices to enhance your experience.

- Language selection
- Accessibility settings
- Region/location preferences

You can disable these, but some features may not work properly.

#### ANALYTICS COOKIES

These cookies help us understand how visitors use our website.

- Pages visited and time spent
- Navigation patterns
- Error messages encountered
- Device and browser information

We use Google Analytics with IP anonymization and data minimization settings.

You can opt out of analytics cookies (see Section 7).

## 5. COOKIES FROM THIRD PARTIES

We use limited third-party services that may set cookies:

#### GOOGLE ANALYTICS

Provider: Google LLC

Purpose: Website analytics with IP anonymization

Privacy Policy: <https://policies.google.com/privacy>

Opt-out: <https://tools.google.com/dlpage/gaoptout>



PAYMENT PROCESSORS (PayPal, Stripe)

Provider: PayPal, Stripe

Purpose: Secure donation processing

Privacy Policies: <https://www.paypal.com/privacy> | <https://stripe.com/privacy>

VIDEO HOSTING (YouTube, Vimeo - if embedded)

Provider: YouTube/Google, Vimeo

Purpose: Educational video content

Privacy Policies: <https://policies.google.com/privacy> | <https://vimeo.com/privacy>

We do not allow third-party advertising cookies on our website.

## 6. COOKIES AND CHILDREN

We take special care with information collected from children under 18.

We do not use tracking cookies to collect personal information from children

Analytics cookies are configured with enhanced privacy protections

We do not allow behavioral advertising cookies

Parents can control cookie settings in their child's browser

See our Privacy Policy for complete information about children's privacy.

## 7. HOW TO CONTROL COOKIES

You have several options for controlling cookies:

### BROWSER SETTINGS

Most browsers allow you to:

- Block all cookies
- Block third-party cookies only
- Delete cookies after each session
- Accept cookies from specific sites

Browser-specific instructions:

Chrome: Settings > Privacy and security > Cookies

Firefox: Settings > Privacy & Security > Cookies and Site Data

Safari: Preferences > Privacy > Cookies and website data



Edge: Settings > Privacy, search, and services > Cookies

## OPT-OUT TOOLS

Google Analytics opt-out: <https://tools.google.com/dlpage/gaoptout>

Network Advertising Initiative opt-out: <https://optout.networkadvertising.org>

## COOKIE CONSENT BANNER

When you first visit our website, we present a cookie consent banner allowing you to accept or reject non-essential cookies.

NOTE: Blocking all cookies may affect website functionality. Strictly necessary cookies cannot be disabled.

## 8. DO NOT TRACK SIGNALS

Some browsers offer "Do Not Track" (DNT) signals. Currently, there is no universal standard for how websites should respond to DNT signals.

We respect user privacy and limit tracking:

- We do not engage in cross-site behavioral advertising
- We do not sell user data
- We minimize data collection to what is necessary
- You can opt out of analytics cookies

As industry standards evolve, we will update our practices accordingly.

## 9. OTHER TRACKING TECHNOLOGIES

In addition to cookies, we may use:

### WEB BEACONS (PIXEL TAGS)

Small transparent images embedded in web pages or emails to:

- Track whether emails are opened (for newsletters you subscribed to)
- Count page views
- Monitor campaign effectiveness



## LOCAL STORAGE

Browser storage (localStorage, sessionStorage) to:

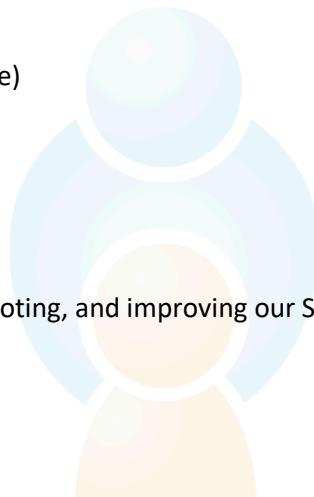
- Remember your preferences
- Improve application performance
- Store non-sensitive information locally

## LOG FILES

Our servers automatically collect:

- IP addresses (anonymized when possible)
- Browser type and version
- Referring website
- Pages visited and timestamps
- Error messages

This information is used for security, troubleshooting, and improving our Services.



## 10. DATA RETENTION

Cookie data is retained as follows:

- Session cookies: Deleted when you close your browser
- Preference cookies: Typically 12 months
- Analytics cookies: Typically 26 months (Google Analytics default)
- Security cookies: Varies based on security requirements
- You can delete cookies at any time through your browser settings.

## 11. INTERNATIONAL USERS

If you access our website from outside the United States:

- Cookie data may be transferred to and processed in the United States
- We comply with applicable data protection laws including GDPR
- You have rights regarding your data (see our Privacy Policy)
- European users can object to analytics cookies

## 12. UPDATES TO THIS POLICY

We may update this Cookie Policy to reflect:

- Changes in cookie usage



- New technologies
- Legal requirements
- User feedback

We will notify you of material changes by updating the "Last Updated" date and posting a notice on our website.

Please review this policy periodically to stay informed about our use of cookies.

## 13. YOUR RIGHTS

Under applicable data protection laws, you have rights regarding information collected through cookies:

- Right to access information collected
- Right to withdraw consent for non-essential cookies
- Right to object to processing
- Right to lodge a complaint with supervisory authorities

See our Privacy Policy for complete information about your rights and how to exercise them.

## 14. CONTACT US

If you have questions about our use of cookies, please contact us:

Privacy Officer

Protect Us Kids Foundation

Email: [privacy@protect-us-kids.org](mailto:privacy@protect-us-kids.org)

Phone: 866.772.3354

Mail: 1629 K St NW, Suite 300, Washington, DC 20006

Website: <https://www.protect-us-kids.org/cookie-policy/>

## 15. ADDITIONAL RESOURCES

For more information about cookies and online privacy:

- All About Cookies: <https://www.allaboutcookies.org>
- Your Online Choices: <https://www.youronlinechoices.com>
- Network Advertising Initiative: <https://www.networkadvertising.org>
- Digital Advertising Alliance: <https://www.aboutads.info>

**Phone:** (866) 772-3354

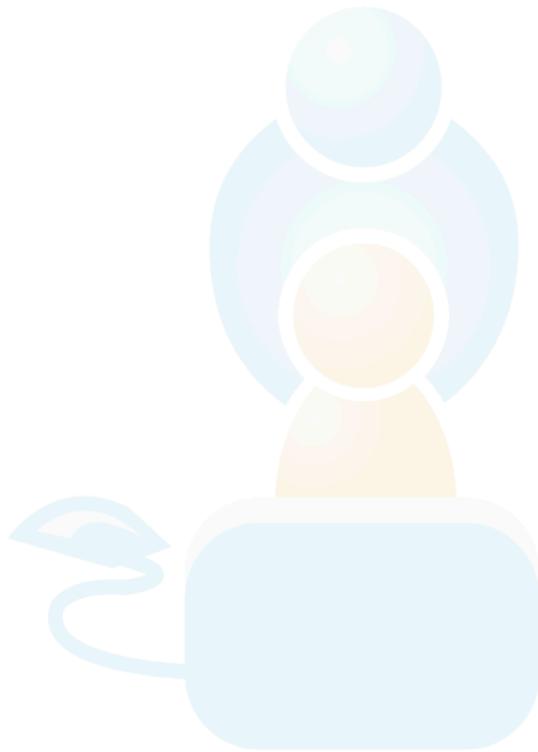
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