

## Kickstarter Privacy Policy - February 2017 changes

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This Policy describes the information we collect from you and how we use that information. It applies to any of the Services that Kickstarter or any of its subsidiaries or affiliates provide. If you see a capitalized word, it's defined in our [Terms of Use](#).

Protecting your information—and being transparent about the ways we use it—is one of the core commitments we make to you. You entrust us with your information, and we take our responsibility to protect that trust to heart.

### What We Collect

In order for you to create an account on Kickstarter and use our **services**, → **Services**, we need to collect and process some information. Depending on your use of the Services, that may include:

**information** (such as → **Information** that you provide by completing forms on Kickstarter — your name, email and postal addresses, telephone number, **and** country of residence) that you provide by completing forms on Kickstarter, including → residence, login, and password details. We will ask for this **information** if you register as a user of the Services, subscribe to our newsletters, upload or submit any material through Kickstarter, or request any information;

your login and password details, in connection with the account sign-in process;

details of any requests or transactions you make through the Services; → Details of any requests or transactions you make through the Services. All payment information you submit is collected and used by our payment processors in accordance with their privacy policies. Kickstarter doesn't store your payment information apart from the last four digits of your account, expiration date, and country, which we require for tax, government regulatory, and security purposes;

information → Information about your activity on and interaction with Kickstarter, → Kickstarter (such as your IP address and → address, the type of device or browser you use; → use, and your actions on the site);

communications → Communications you send to us (for example, when you ask for support, send us questions or comments, or report a problem); and

information → Information that you submit to Kickstarter in the form of comments, contributions to discussions, or messages to other users.

## What's Private How we Use this Information

We use the information we collect for the following purposes:

- To keep your account secure;

- To enable us to provide you with our Services, and to improve, promote, and protect our Services;

**This** To set up and administer your account, contact you, and customize your experience on Kickstarter (for example, to show you projects that we think may interest you based on your previous use); and

To track use of the Services so that we can improve Kickstarter.

### How this Information is Shared

#### Information that's shared publicly

When you create an account, we create a basic profile page for you on Kickstarter, containing your account name, the date the account was created, and a list of projects you have backed or launched. Whenever your account name appears on Kickstarter (for instance, when you post comments, send messages, or back projects), people can click your account name to see your profile. Here are some of the things that will be publicly viewable on your profile, or elsewhere on Kickstarter:

- The account name, and the date it was created;

- Any information you choose to add to your profile (like a picture, bio, or your location);

- Projects you've backed (but not pledge amounts or rewards chosen);

- Projects you've launched;

- Any comments you've posted on Kickstarter; and

- If you have "Liked" a project update.

Please note that each project page lists the community of users

who have backed the project. If you don't want others to see your name or profile image on a project's Community tab, choose an account image or name that is not identifiable (e.g., CatLuvr02). Creators are also asked to verify their identities before launching a project. Once this has been done, the creator's Verified Name will be publicly displayed on their account profile and on any projects they launch.

Information that isn't shared publicly

The following data will not be publicly displayed or revealed to other users:

any → Any payment information you provide → provide;  
your → Your password details → details;  
your IP address → Your IP address;  
your phone number → Your phone number; and  
communications → Communications you send to us (for

example, when you ask for support, send us questions or comments, or report a problem) → problem).

We don't give your personal information to any third-party services, except when it's necessary to provide Kickstarter's Services (like when we partner with payment processors). →

never post anything to your Facebook, Twitter, or other third-party accounts without your permission. We do not and will not sell your data.

Information that's shared with trusted third-party services

We may share your information with certain trusted third-party services to help us provide, improve, promote, or protect

Kickstarter's Services (like when we partner with payment processors, or use services that help us manage our ads on other sites). When we share data with third-party services that support our delivery of the Kickstarter Services, we require that they protect your personal → use your information to the same standards we do.

We do reserve the right to disclose → only for the purposes we've authorized, and that they protect your personal information when we believe that doing so is reasonably necessary to comply with the law or law enforcement, to prevent fraud or abuse, or to protect Kickstarter's legal rights. → at least to the same standards we do. We may also share information that's aggregated and anonymized in a way that it doesn't directly identify you.

### What's Shared Only with Creators & Collaborators → Information that's shared with creators & collaborators

When you back a project, the project's creator will know your account name, the amount you have pledged, and the reward you have selected. Creators never receive backers' credit card details or

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to help manage their project. These collaborators may be able to access some of the information available to creators (including backers' names, email addresses, pledge amounts, reward selections, messages, and survey responses), and are required to

treat backers' personal information with the same care and respect as creators are.

Creators and their collaborators may also receive anonymized information about the ways people visit and interact with their project pages, in the form of routine traffic analytics. You can choose not to be included in Google Analytics [here](#).

### What's Public

When you create an account, we create a basic profile page for you on Kickstarter, containing your account name, the date the account was created, and a list of projects you have backed or launched. Whenever your account name appears on Kickstarter (for instance, when you post comments, send messages, or back projects), people can click your account name to see your profile. The profile is not searchable on Kickstarter or via search engines like Google. Here are some of the things that will be publicly viewable on your profile, or elsewhere on Kickstarter:

- the account name, and the date it was created
- any information you choose to add to your profile (like a picture, bio, or your location)
- projects you've backed (but not pledge amounts or rewards chosen)
- projects you've launched
- any comments you've posted on Kickstarter →

Information that's shared to protect Kickstarter & comply with the law

if you have "Liked" a project update

Please note that each project page lists the community of users who have backed the project. If you don't want others to see your name or profile image on a project's Community tab, choose an account image or name that is not identifiable (e.g., CatLuvr02). Creators are also asked to verify their identities before launching a project. Once this has been done, the creator's Verified Name will be publicly displayed on their account profile and on any projects they launch.

#### Uses of Your Personal Information

We will use the personal information you provide to:

- identify you when you sign in to your account;
- enable us to provide you with the Services;
- send you marketing communications we think you may find useful, but only in accordance with your email preferences;
- present projects to you when you use the Services which we believe will be of interest based on your geographic location and previous use of the Services;
- administer your account with us;
- enable us to contact you regarding any question you make through the Services;
- analyze the use of the Services and the people visiting to improve our content and Services; and
- use for other purposes that we may disclose to you when we request your information.

We take securing your data and preserving your privacy very seriously. We never post anything to your Facebook, Twitter, or other third-party accounts without your permission. Kickstarter Project Creators never receive backers' credit card details or other payment information. We do not and will not sell your data. →

We do reserve the right to disclose personal information when we believe that doing so is reasonably necessary to comply with the law or law enforcement, to prevent fraud or abuse, or to protect Kickstarter's legal rights.

## Email

We want to communicate with you only if you want to hear from us. We try to keep emails to a minimum and give you the ability to opt out of any marketing communications we send.

We will send you email relating to your **personal transactions**. → **transactions on Kickstarter**. You will also receive certain marketing email communications, in accordance with your preferences, and from which you may opt out at any time.

**We may** → **We'll also** send you service-related announcements on the rare occasions when it is → **when it's** necessary to do so.

## **Wrap-up** → **Access to Your Information**

To modify or delete the personal information **you have** → **you've** provided to us, please log in and update your profile. We may retain certain information as required by law or for necessary business purposes.

On request, we will give you a copy of all the personal information about you that we hold. This information is subject to a fee not exceeding the prescribed fee permitted by law.

## Wrap-up

People under 18 (or the legal age in your jurisdiction) are not permitted to use Kickstarter on their own, and so this privacy policy makes no provision for their use of [Kickstarter](#). → [the site](#). Information that you submit through the Services may be transferred to countries other than where you reside (for example, to our servers in the United States). We will protect all information we receive in accordance with this [privacy policy](#). → [Privacy Policy](#).

## Questions?

If you have questions or suggestions, please [contact us](#).

Updated: [June 2016](#) → [March 2017](#)

[View the previous version](#).