

SCHEDULE 5

Third Party COPPA Notice

To: Influencer
From: Client's Legal Department
Re: Notice That Client's Online Services are "Directed to Children"
Under the Children's Online Privacy Protection Act

The Children's Online Privacy Protection Act ("COPPA"), 15 U.S.C. § 6501 *et seq.*, and the Children's Online Privacy Protection Rule (the "COPPA Rule"), 16 C.F.R. Part 312, generally prohibit owners and operators of websites and other online services ("Online Services") from collecting from children under the age of 13, or from users of any Online Service that is "directed to children" under the age of 13, any "Personal Information," *including cookie IDs, IP addresses or other persistent identifiers*, without first obtaining their parents' verifiable consent.

As one of the world's leading manufacturers of toys, games and entertainment, Client develops its brands, products and intellectual property to be enjoyed by people of all ages, including children under the age of 13.

Please be advised that, unless otherwise specified in writing by Client, every website, mobile app, social media channel, online game, digital entertainment channel, connected toy or other Online Service that is owned or operated by Client should be treated as "directed to children" within the meaning of COPPA and the COPPA Rule.

Accordingly, to the extent your activities and/or the use of your technology will allow the collection, use, or disclosure of Personal Information from or about the users of any of Client's Online Services, please take all steps necessary to ensure that your activities and/or Client's use of your technology will comply with COPPA and the COPPA Rule including, without limitation, by enabling any "COPPA Flags" or similar features and disabling any features that allow retargeting, online profiling or online behavioral advertising.

In addition, prior to using your platform, service or technology, you will be required to complete and return Client's questionnaire, which will be provided upon request.

If you have any questions relating to this notice or the questionnaire, please contact Client's Privacy Team at [dataprivacy@hasbro.com].

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