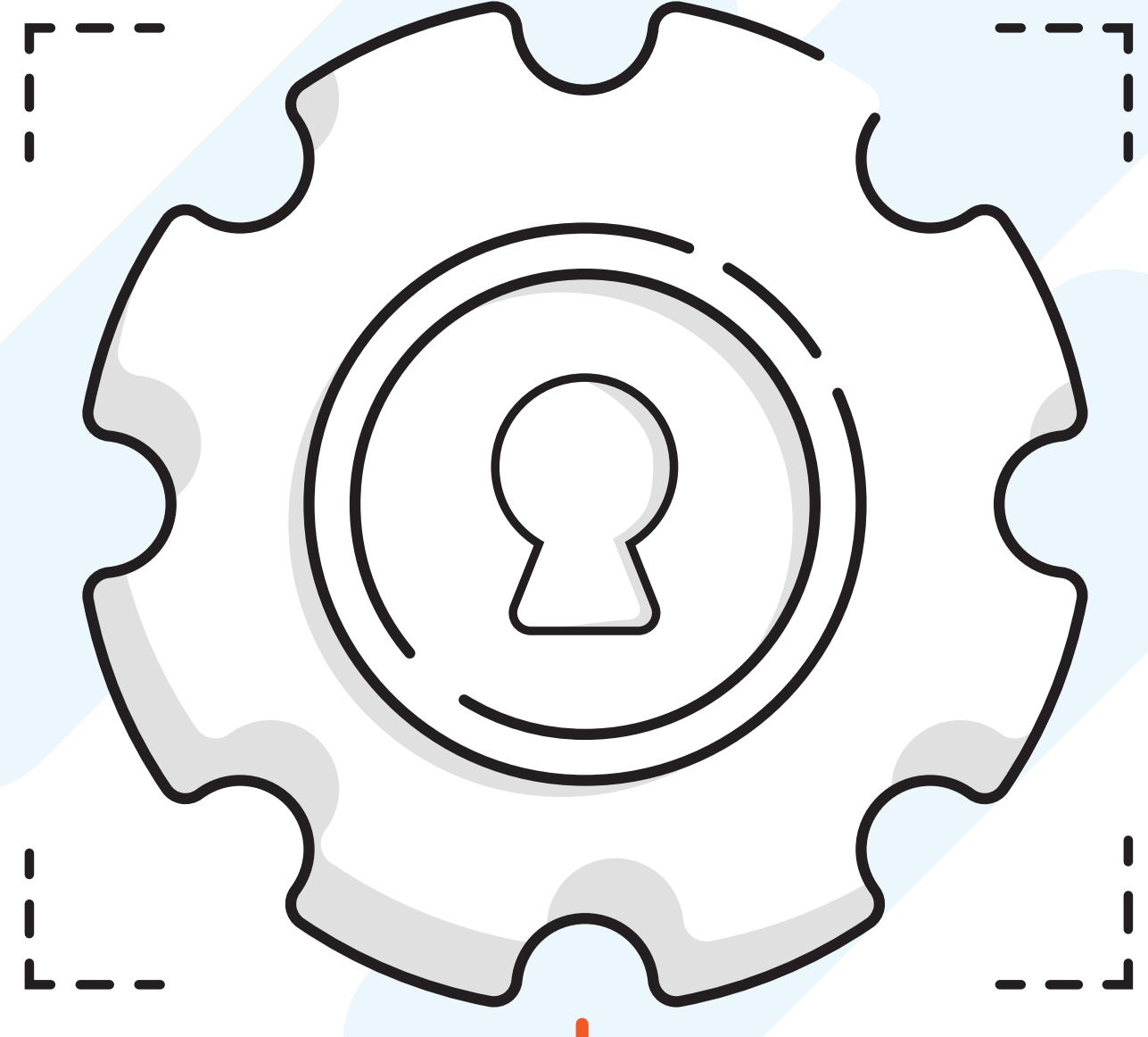


SECURITY & SAFETY

We value our role as an industry leader in connected play and believe that privacy and security should be top of mind throughout the creation process. From the factory floor to your living room floor, we are taking proactive steps to ensure all of our products are up to our standard of safety.

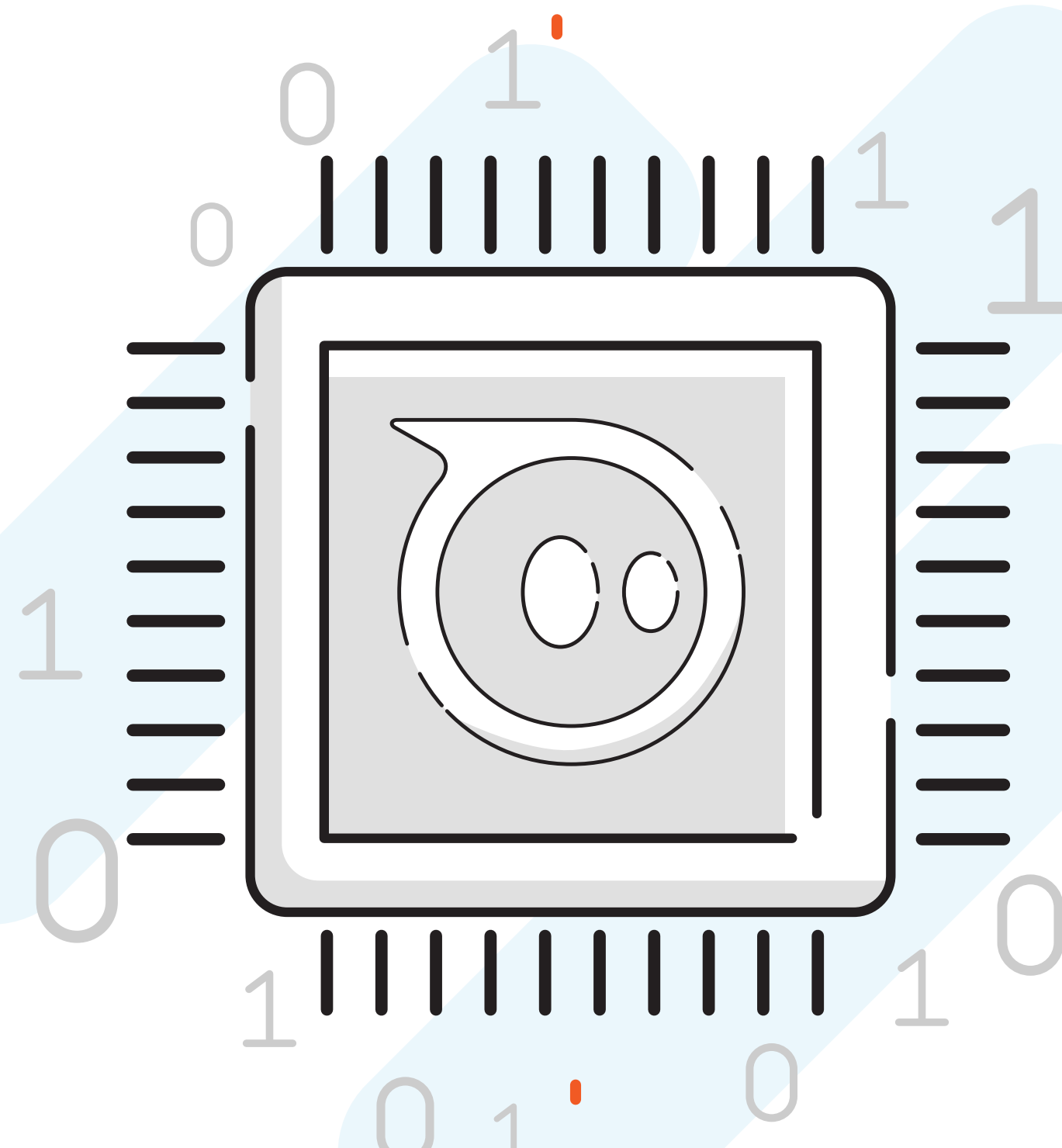


HARDWARE

We responsibly source critical components from **trusted vendors & suppliers**. We also audit our factories for **ethical worker treatment**.

FIRMWARE

The hardware that we create is loaded with **firmware that is developed to ensure proper functionality and security of the system**.

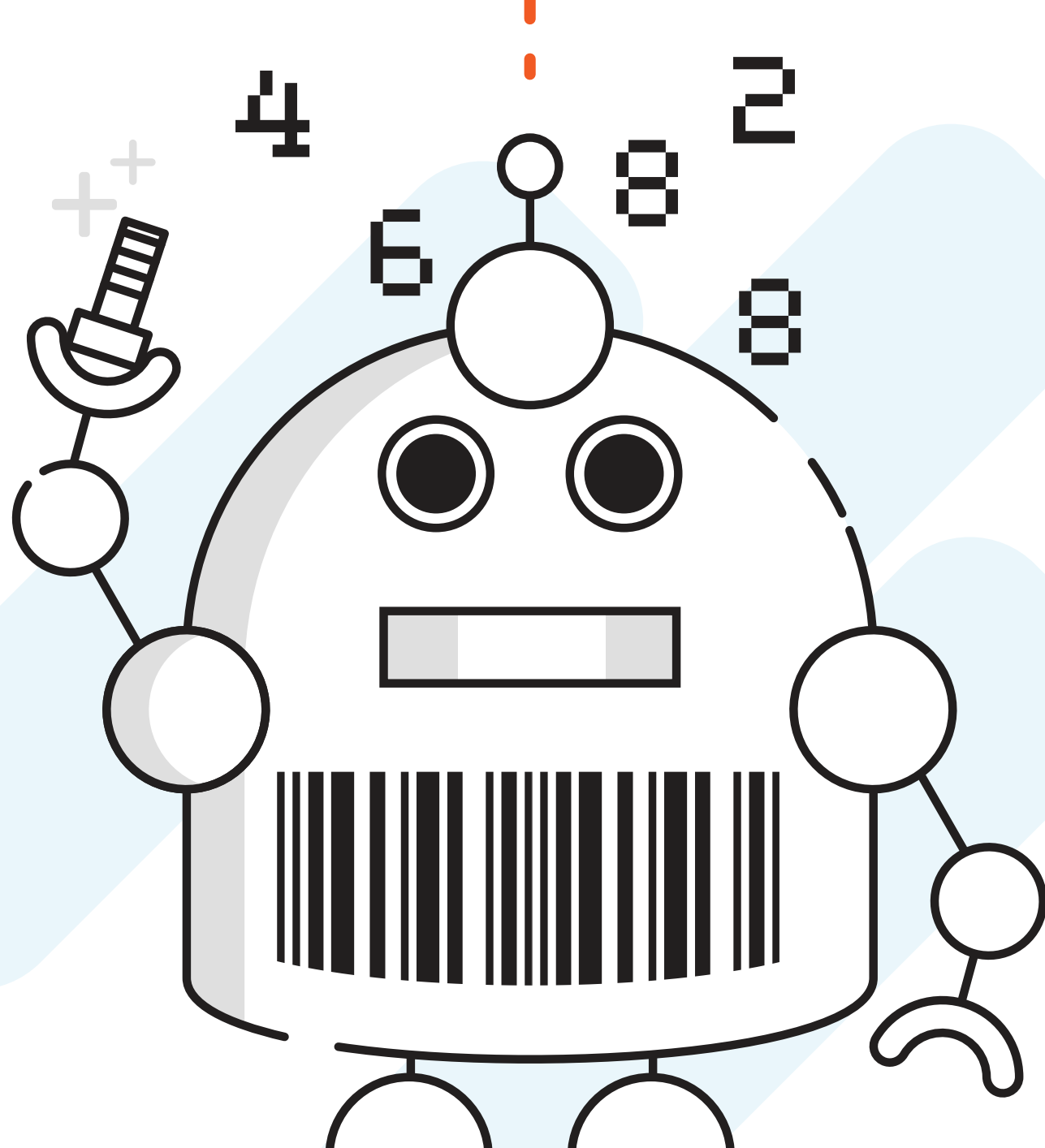
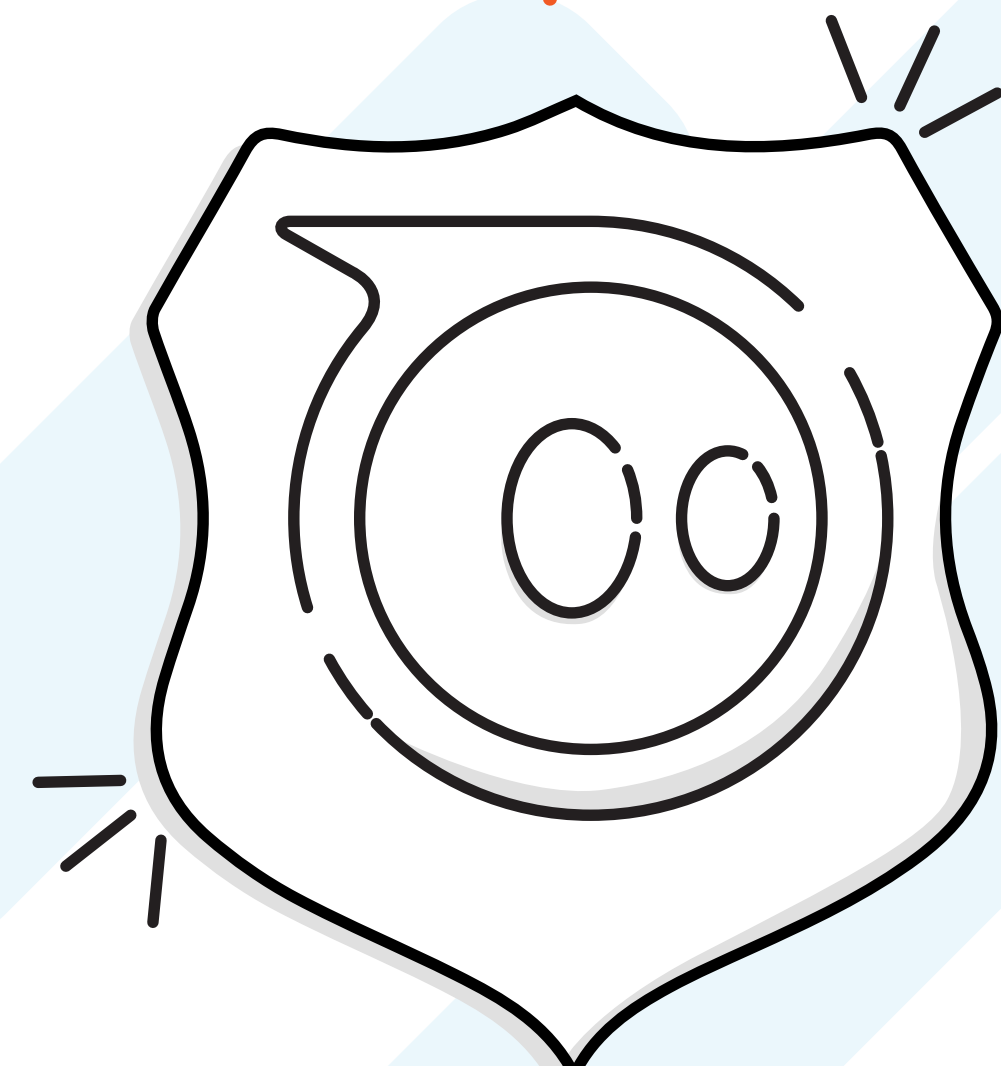


SOFTWARE

We develop all Web API & Mobile Apps internally with **best practices in mind**. This expands the closed loop from just the physical robot to a holistic digital experience.

SECURITY AUDIT

All new Firmware, Hardware and Software go through both **internal and external security audits**. Critical issues found are resolved and retested until we're satisfied.

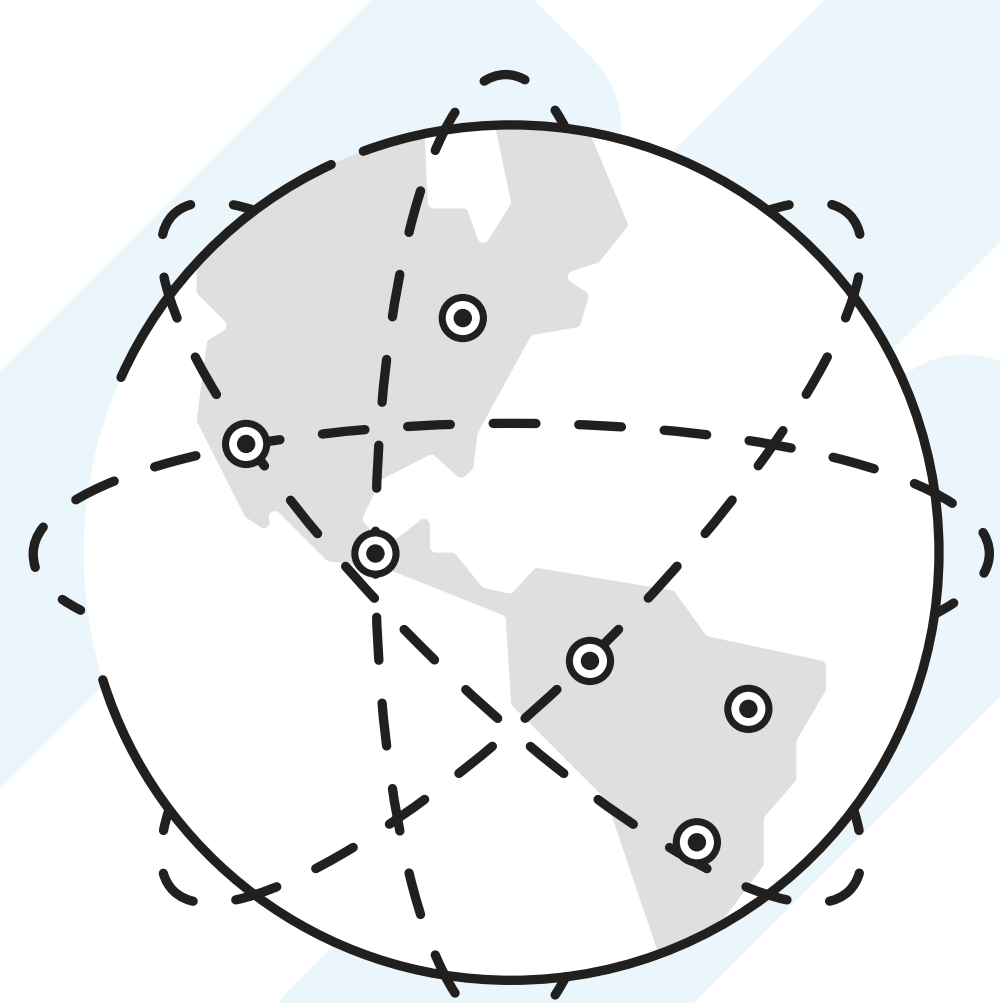


PRODUCTION

Each robot we create is built with a **batch serial number** to identify any issues that may arise, and to facilitate logistics.

LOGISTICS

The batch serial numbers on the robots provide us **complete visibility** as they move from the factory to international shipping to domestic warehousing, through delivery, to a store, ultimately ending with customer activation.



MEDIA

We route paid media through **legal review for compliance** with CARU (Children's Advertising Review Unit) and COPPA (Children's Online Privacy Protection Act).

POST-PURCHASE

Our work continues even after our products hit the shelves. We constantly **monitor and update our robots**, squash any bugs, and strive to educate and protect our consumers in every way possible. We also rely on you – our amazing customers – to report any issues you find.

