

PRIVACY POLICY



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Privacy Policy

Last updated: October 20, 2011

OGDolls.com (the "Website") is operated and presented to users by Our Generation and Battat, Incorporated ("We," "Us," or "OGDolls.com"). This privacy policy covers the use of information collected by Us.

First and foremost, We want you to know that the protection of children, all children, is always our first consideration. The Website is a fun, entertaining, engaging place for fans of Our Generation dolls to come together as a community and share and experience all that Our Generation has to offer. For that reason, We ensure that our privacy policy and our information collection practices adhere to the Children's Online Privacy Protection Act and other applicable data privacy laws and regulations. However, We reserve the right to modify this Privacy Statement at any time without notice (for example, if We modify our practices regarding the collection or use of information). We will revise our Last Updated date to reflect any revisions to this Statement.

A Note to Parents/Legal Guardians

The Internet is a tool, and your involvement in your child's use of the Internet can make a major difference. We encourage all parents to actively participate in their children's Internet usage by providing them with guidance to help ensure that they have a safe and rewarding online experience. We encourage parents and children to visit the GetNetWise.org site and look through the "Kids Safety" section together. Internet safety should be important to everyone, and We hope you take it as seriously as We do.

What Information Do We Collect?

We may collect two types of information: personally identifiable information ("PII") and information that is not personally identifiable ("Non PII").

What PII Do We Collect?

We may collect names and email addresses to send updates about or notes of interest related to Our website. E-mail addresses will only be accepted from people who are of sufficient age to submit this information. For more information about parental involvement, please see the section below titled, "Privacy Policy Protection for Children – Parent/Legal Guardian Involvement."

We may capture user information when users send us questions or comments via e-mail. Such user information may include names and e-mail addresses. Information collected in this manner will only be used to contact the user and/or respond to the user's inquiry/issue. Sending Us an e-mail will not enroll you on our e-mail list (see above) unless you specifically request it.

We may capture certain information automatically on our websites, including the user's Internet protocol address, mobile device identification number, browser type, page access history, linking information, click stream data, page visits, page views, and/or web site log files.

We may use cookies, log files, clear gifs, and/or similar devices to identify you, to keep track of the user's interactions with the Website, and to enhance certain activities available on the Website. These devices are small text or other electronic files that are used for user-identification purposes, record-keeping purposes, and to increase the ease of use of the websites. We may use persistent or non-persistent cookies. Users can remove or reject persistent cookies by following the directions provided in their Internet browser's "help" file. If a user removes a persistent cookie or rejects persistent cookies, the functionality of the Websites, or any part thereof, may be impaired or unavailable.

What Non PII Do We Collect?

For some of our online activities - such as polls, surveys, games or contests - We may ask users to provide information that is not personally identifiable, such as a first name (without a last name), a country of residence or a user's favorite things. In addition, We may offer blogs or other features in which you may provide Us with user-generated submissions (such as our "Wall of Hearts"). Collectively, the ways in which We collect Non PII are referred to as "Public Features." Although We take measures to guard against users communicating personal information through the Public Features, such disclosure may occur depending upon how Our users make use of the Public Features. If you use a Public Feature on this Website, and disclose PII, you should be aware that such information could be read, collected or used by other users. We are not responsible for the personally identifiable information you choose to submit in these Public Features.

How Do We Use Your Information?

We may use the PII We collect in the following ways:

To contact users with relevant information about Our products and services because they have signed up to do so through subscribing to OG Mail. If you would no longer like to receive promotional e-mails or other communications from Us, please refer to the "How Can You Manage Your Email Marketing Preferences" section below.

To provide users with personalized offers, promotions, news, events, and other information relevant to them because they have signed up to do so through subscribing to OG Mail.

To quickly process user requests for information.

To allow Us to respond efficiently to user questions.

To monitor Website statistics.

To respond to or satisfy legal requirements, such as a court order, a subpoena, or a law enforcement agency's or other public agency's (including schools or children services) request.

To help prevent the instigation of a crime, to help facilitate an investigation related to public safety, to help protect the safety of a child using Our Website, to help protect the security or integrity of Our Website, or to enable Us to take precautions against liability.

To provide information to service providers or such companies who provide support for the operations of Our Website and who do not use or disclose the information for any other purpose.

To administer a contest, promotion, survey, or other feature.

To allow Us to disclose your information to the extent permitted by law, as described more fully below.

We may use Non PII in any of the ways identified above, as well as a variety of commercial and non-commercial ways in which we would never use PII. For example, one Public Feature is Our Wall of Hearts. Because Our Generation embodies the spirit, vision and aspirations of this generation of girls, We have created the Wall of Heart to collect and share hearts that were created by the very same girls. Each heart is as unique and beautiful as the girl who creates it. If you create a heart on the Website, you are using a Public Feature. That means that the heart may be shared with others in ways that PII is not. We may, for example, use the heart on our packages and website, or share the heart through one of our social media portals (including, but not limited to, Facebook, Twitter, YouTube and Flickr). It may be used in screensavers, contests, promotions and other promotional activities. In other words, if you don't want to give your heart to the world, please don't submit it. In any case, the person who created the heart will only be identified by first name and what they love. No heart can be submitted for any use other than on our website without additional consent of the user (or the user's parent or legal guardian, if applicable).

Rest assured that as much as We enjoy sharing our dolls, their stories and the occasional cup of imaginary tea, We are very, very against sharing personal information without consent. If you give Us your email address to get information from Our Generation about Our Generation, then that is exactly what you will get. We will not share your email address with anyone. Pinky swear.

Do We Disclose the Information We Collect to Outside Parties?

Except as set forth below, We do not sell, trade, or otherwise transfer to third parties our users' PII unless We receive their consent. That being said, in the following situations, We may share PII with outside parties:

Subsidiaries and Affiliates. We may transfer personally identifiable information to our subsidiaries and corporate affiliates.

Website Consultants and Service Providers. We may disclose personal information to third party consultants and service providers (such as providers of hosting, support, maintenance; third party payment processing agencies; and remedial and repair services) to the extent that they require access to our databases, or the information contained in our databases, to service the Us and the Website.

Enforcement of Rights/Security. We reserve the right to release personal information (i) when We are under legal compulsion to do so (e.g. We have received a subpoena) or We otherwise believe that the law requires Us to do so, (ii) when We believe it is necessary to protect and/or enforce the rights, property interests, or Our safety, the safety of our users, or the safety of others, or (iii) as We deem necessary to resolve disputes, troubleshoot problems, prevent fraud and otherwise enforce the Privacy Statement and other Website user agreements.

Reorganization or Sale. In the event that We merge with or become a part of another organization, or in the event that We are sold, We sell all or substantially all of Our assets, or We are otherwise reorganized, the information you provide will be one of the transferred assets to the acquiring or reorganized entity.

To Help Protect Minor Users of Our Website. In the event that the safety of our users is threatened, and We are able to do something about that by sharing PII with third parties, We reserve the right to do so. This may be done to prevent the instigation of a crime, to help facilitate an investigation related to public safety, to help protect the safety of a child using Our Website, to help protect the security or integrity of Our Website, or to enable Us to take precautions against liability.

As Otherwise Allowed by Law. We may transfer personal information to third parties where We are expressly authorized by applicable law to do so.

Aggregated Information. We may aggregate information that you provide with information provided by other individuals in such a manner that the information is not personally identifiable to you, and We may transfer that aggregated information to third parties.

How Can You Manage Your Email Marketing Preferences?

You can unsubscribe from promotional emails and other commercial communications by following the instructions contained within the communication. Please note that due to marketing production schedules you may receive any messages already in production.

What About Privacy on Third Party Linked Sites?

In an attempt to provide you with increased value, the Website may contain links to third party sites. These linked websites have separate and independent privacy policies or may have no privacy policy at all. We are not responsible or liable for the content, activities or privacy policies of such linked sites. Nonetheless We seek to protect the integrity of the Website, and welcome any feedback about a linked site (including if a specific link does not work).

How Do I Ask Questions and Provide Feedback Regarding Privacy?

We welcome your questions, comments and concerns about privacy. Please contact Us at OGDolls@battatco.com with any questions or comments you may have regarding the privacy of your information.

Privacy Protection for Children – Parental/Legal Guardian Involvement

As stated in this policy, We do not make an effort to collect PII from children under the age of 13. If we become aware that any PII is of a child under the age of 13, We will take immediate steps to delete the information from our databases or take other action as may be necessary and appropriate. Though we intentionally avoid collecting PII from a child, Non PII may be collected from a child (e.g., a child's list of things she/he "loves"). In the event that We become aware of a child submitting PII along with Non PII (e.g., including her/his first and last name in the list of things that are "loved"), We will take immediate steps to delete the information from our databases or take other action as may be necessary and appropriate.

Of course, We are not alone in our desire to protect the privacy of children. Parents and legal guardians have an important role to play, and should be aware of their child's online interaction. See the section "A Note to Parents/Legal Guardians" above.

Notice to California Residents – Your California Privacy Rights:

A business subject to California Civil Code section 1798.83 is required to disclose to its California customers, upon request, the identity of any third parties to whom the business has disclosed personal information within the previous calendar year, along with the type of personal information disclosed, for the third parties' direct marketing purposes.

If you are a California resident and would like to make such a request, please submit your request in writing to:

Our Generation

c/o Battat, Incorporated

1560 Military Turnpike, Plattsburgh, NY, 12901

Please write on the outside of the envelope: Urgent Privacy Policy Question

Please note that under California law, businesses are only required to respond to a customer request once during any calendar year.

Effective Date/Changes

This privacy policy is effective as of the date identified above, and applies to all information previously obtained by Us. We reserve the right to change the privacy policy at our sole discretion. Our Website users will be informed of any such change by Us posting a new privacy policy on the Website and the effective date of any change of privacy policy will be clearly marked. As required by law, We will not use PII in ways that are materially different from the ways described in this Privacy Policy without also providing notification of such practices and obtaining consent to any such different uses. If We make material changes to this policy, We will notify you here, by email, or by means of a notice on our home page.

Thank you for visiting Us! Now let's play!

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CONTACT US - TERMS OF USE - PRIVACY POLICY



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TERMS AND CONDITIONS



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Terms and Conditions

Effective Date: 10/21/11

While there are no limits to what our generation of girls can achieve, there are some boundaries we believe everyone should respect.

OGdolls.com, and any subdomain or other webpage on which these Terms and Conditions are posted (the "Website"), is provided by Battat, Incorporated, and its related parent, subsidiary, and affiliate companies (collectively, "Battat"; "We"; "Us", and variations thereof). IF YOU WANT TO USE THIS WEBSITE, then carefully read these Terms and Conditions, as it contains a waiver of limitation between you and your parent/legal guardian and Battat. Each time you access and/or use the Website (other than to read these Terms and Conditions), you agree to be bound by and comply with all of the terms of these Terms and Conditions. Therefore, do not use the Website if you do not agree to all of the terms of these Terms and Conditions.

IF YOU ARE UNDER THE AGE OF MAJORITY (which is 18 years old in most states), then your parent or guardian may be liable for some or all of your activities on the Website. For this reason, it is important for your parent/legal guardian to be aware of your online activities, including the websites (this Website and others) that you visit. You should educate your parent/legal guardian aware that you are using the Website – as these Terms and Conditions and your use of the Website affect their legal rights and obligations.

Anyone who uses our site shall abide by all applicable federal, state and/or local laws, including those pertaining to such areas as libel, slander, defamation, trade libel, product disparagement, harassment, invasion of privacy, tort, obscenity (not you, of course), indecency, and copyright or trademark infringement ("Applicable Law") – and inappropriateness as we determine it.

I. Website Content, Ownership, Limited License, and Rights of Others

A. Content.

This Website contains materials and other items relating to Battat, its products and services, and similar items from our partners, friends and other third parties. These materials may be in the form of any or all of the following: (i) information, text, data, images, graphics, illustrations, photographs, audio clips, music, sounds, pictures, videos, information, files, scripts, designs, button icons, instructions, advertising copy, URLs, technology, software, interactive features, the "look and feel" of the Website, and the compilation, assembly, and arrangement of the materials of the Website, and any and all copyrightable material (including source and object code); (ii) trademarks, logos, trade names, service marks, and trade identities of various parties, including those of Battat collectively, "Trademarks"; and (iii) other forms of intellectual property (all of the foregoing, collectively "Content"). In using this Website, you must respect the intellectual property rights of Battat and others. Your unauthorized use of Content may violate copyright, trademark, privacy, publicity, communications, and other laws.

B. Ownership.

The Website, and all Content included therein, is either owned or used with permission by Battat. Battat disclaims any representation or warranty that your unauthorized use of Content will not infringe upon rights of third parties not owned by or affiliated with Battat.

C. Limited License.

Subject to your strict compliance with these Terms and Conditions, Battat grants you a limited, non-exclusive, revocable, non-assignable, personal, and non-transferable license to (i) download (temporary storage only), display, view, use, play, and/or print one copy of the Content (excluding source and object code in raw form or otherwise, as made available to access and use via a standard web browser to enable display) on a personal computer, mobile phone or other wireless device, or other Internet enabled device for your personal, non-commercial use, and (ii) to use certain Content that we may from time to time make available on the Website explicitly for use as part of your User-Generated Content (defined in Section II below), but only for such purposes as may be explicitly stated at the time that the Content made available on the Website. The foregoing limited license does not give you any ownership of, or any other intellectual property interest in, any Content, and (iii) may be immediately suspended or terminated for any reason, in Battat's sole discretion, and without advance notice or liability.

D. Rights of Others.

In using the Website, you must respect the intellectual property and other rights of Battat and others. Your unauthorized use of Content may violate copyright, trademark, privacy, publicity, communications, and other laws, and any such use may result in your personal liability, including potential criminal liability. Battat respects the intellectual property rights of others. If you believe that your work has been infringed by means of an improper posting or distribution of it via the Website, then please see Section 5 below.

E. Reservation of Rights.

These Terms and Conditions include only narrow, limited grants of rights to you to the Content and to use and access the Website. No right or license may be construed, under any legal theory, by implication, estoppel, industry custom, or otherwise. All rights not expressly granted to you are reserved by Battat and its licensors and other third parties. Any unauthorized use of any Content or the Website for any purpose is prohibited.

II. Content You Submit and Community Usage Rules

A. User-Generated Content.

1. General

Battat may now or in the future offer visitors to the Website the opportunity to post, upload, display, publish, distribute, transmit, broadcast, or otherwise make available on or submit through the Website (collectively, "submit") messages, text, illustrations, files, images, graphics, photos, comments, sounds, music, videos, information, content, ratings, reviews, data, questions, suggestions, personally identifiable information, or other information or materials and the ideas contained therein (collectively, "User-Generated Content"). Battat may do this through blogs, Internet-based creation tools, social networking environments, email, and other forms of communications and/or interactive functionality.

If you are a minor in your state of residence, you must have your parent/legal guardian's permission to submit User-Generated Content. We reserve the right to request at any time proof of the permissions referred to in this Section II in a form acceptable to us. Failure to provide such proof may lead to, among other things, the User-Generated Content being removed from the Website.

2. Grant of Rights in User-Generated Content

By submitting any User-Generated Content, you grant to Battat a non-exclusive, unlimited, unrestricted, worldwide, perpetual, transferable, sublicensable right to use, copy, store, modify, translate, code, adapt, edit, publish, display, reformat, extract, analyze, transform, and otherwise exploit your User-Generated Content for its own purposes, whether commercial or non-commercial, in any media now known or later invented, and to advertise and promote the same, without any compensation to you or any obligation on Battat to notify you or obtain your approval. In addition to this basic grant of license, you may at times be asked to grant additional rights to Battat, in which event both grants of rights shall apply to you. In the event of a direct conflict between a specific grant of rights and the general grant of rights, which cannot be resolved through reasonable interpretation, the general grant of rights described above shall control.

3. Non-Confidentiality of Your User-Generated Content

Except as otherwise described in the Website's posted Privacy Policy, you agree that (a) your User-Generated Content will be treated as non-confidential and non-proprietary and will not be returned, and (b) Battat does not assume any obligation of any kind to you or any third party with respect to your User-Generated Content. Upon Battat's request, you will furnish us with any documentation necessary to substantiate these rights and verify your compliance with these Terms and Conditions. You acknowledge that the Internet may be subject to breaches of security and that you are aware that submissions of User-Generated Content may not be secure, and you will consider this before submitting any User-Generated Content.

4. Battat's Exclusive Right to Manage All User-Generated Content

Battat may, but will not have any obligation to, review, monitor, display, post, store, maintain, accept, or otherwise make use of, any of your User-Generated Content, and Battat reserves the sole discretion to determine whether to post or otherwise make use of User-Generated Content without notice or any liability to you or any third party. Battat reserves the right to treat User-Generated Content on the Website as content stored at the direction of users for which Battat will not exercise control except to block or remove content that comes to Battat's attention and is obscene, lewd, lascivious, filthy, violent, threatening, abusive, illegal or otherwise objectionable to Battat, or to enforce the rights of third parties or the content restrictions set forth below in the Community Rules (defined in Section II.B below) when notice of their violation comes to Battat's attention. Such User-Generated Content submitted by you or others need not, however, be maintained on the Website by us for any period of time and you will not have the right, once submitted, to access, archive, maintain, or otherwise use such User-Generated Content on the Website.

5. Representations and Warranties Related to Your User-Generated Content

Each time you submit any User-Generated Content, you represent and warrant that: (i) you are at least the age of majority in the state in which you reside, or are the parent/guardian of a minor who has created certain User-Generated Content that you submit to the Website; (ii) you and/or your child are the sole owners and owner(s) of the intellectual property or other rights to the User Generated Content; (iii) the User-Generated Content is accurate; (iv) the User-Generated Content does not and, as to Battat's permitted uses and exploitation set forth in these Terms and Conditions, will not infringe any intellectual property or other right of any third party; and (v) the User-Generated Content will not violate these Terms and Conditions (including the Community Rules), or cause injury or harm to any person.

6. Enforcement

You are responsible for the content you put on Ogdolls.com. Battat has no obligation to monitor or control any information that is or becomes available on Ogdolls.com. Battat reserves the right to review any information that is or becomes available on the site and reserves (i) the right to refuse to post or to remove any information that is, in Battat's sole discretion, unacceptable, undesirable or inappropriate – as we determine – or in violation of these rules.

Battat has no obligation to monitor or enforce your intellectual property rights to your User-Generated Content, but you grant us the right to protect and enforce our rights to your User-Generated Content, including by bringing and controlling actions in your name and on your behalf (at Battat's cost and expense, to which you hereby consent and irrevocably appoint Battat as your attorney-in-fact, with the power of substitution and delegation, which appointment is coupled with an interest).

B. Community Rules.

As a user of the Website, these Community Rules ("Community Rules") are here to help you understand the conduct that is expected of members of the Website. Your use of the Website, and your submission of User-Generated Content, is subject to the following Community Rules:

Act Appropriately. You must not do any of the following, as Battat deems this to be inappropriate use of the Website and your ability to submit User-Generated Content:

• Feature material in User-Generated Content that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;

• Act in any way that is, in our opinion, inappropriate, indecent, obscene, harassing, hateful, tortious, defamatory, slanderous or libelous (or is capable of being interpreted as any of the above);

• Act in any way that, in our opinion, promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (or is capable of being interpreted as doing any of the above); or

• Contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where submission is created.

The above rules apply to anything you submit as User-Generated Content as well as your general use of the Website.

Be Yourself; Don't Be Someone Else. Do not impersonate any other person, user, or company, and do not submit User-Generated Content that you believe may be false, fraudulent, deceptive, inaccurate, or misleading; or that misrepresents your identity or affiliation with a person or company.

Privacy Is Important. Please remember that the Website is a public forum and User-Generated Content that you submit on the Website may be accessible and viewable by other users. Do not submit personally identifiable information (e.g., first and last name, telephone number, address, credit card number, medical information, e-mail address, or other personally identifiable information or contact information) through User-Generated Content and take care when disclosing this type of information to others (whether on the Website or in any other fashion).

Click here to learn more about our Privacy Policy.

Don't Share Other People's Personal Information. Your User-Generated Content must not reveal another person's address, phone number, e-mail address, social security number, credit card number, medical information, financial information, or any other information that may be used to track, contact, or impersonate that individual, unless, and in the form and by the method, specifically requested by Battat.

Battat has no obligation to monitor or enforce your intellectual property rights to your User-Generated Content, but you grant us the right to protect and enforce our rights to your User-Generated Content, including by bringing and controlling actions in your name and on your behalf (at Battat's cost and expense, to which you hereby consent and irrevocably appoint Battat as your attorney-in-fact, with the power of substitution and delegation, which appointment is coupled with an interest).

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• Act in any way that is, in our opinion, inappropriate, indecent, obscene, harassing, hateful, tortious, defamatory, slanderous or libelous (or is capable of being interpreted as any of the above);

• Act in any way that, in our opinion, promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age (or is capable of being interpreted as doing any of the above); or

• Contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where submission is created.

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Privacy Is Important. Please remember that the Website is a public forum and User-Generated Content that you submit on the Website may be accessible and viewable by other users. Do not submit personally identifiable information (e.g., first and last name, telephone number, address, credit card number, medical information, e-mail address, or other personally identifiable information or contact information) through User-Generated Content and take care when disclosing this type of information to others (whether on the Website or in any other fashion).

Click here to learn more about our Privacy Policy.

Don't Share Other People's Personal Information. Your User-Generated Content must not reveal another person's address, phone number, e-mail address, social security number, credit card number, medical information, financial information, or any other information that may be used to track, contact, or impersonate that individual, unless, and in the form and by the method, specifically requested by Battat.

Battat has no obligation to monitor or enforce your intellectual property rights to your User-Generated Content, but you grant us the right to protect and enforce our rights to your User-Generated Content, including by bringing and controlling actions in your name and on your behalf (at Battat's cost and expense, to which you hereby consent and irrevocably appoint Battat as your attorney-in-fact, with the power of substitution and delegation, which appointment is coupled with an interest).

D. User-Generated Content.

Any interactions, correspondence, transactions, and other dealings that you have with any third parties found on or through the Website (including on or via linked websites or advertisements) are solely between you and the third party (including issues related to the content of third party advertisements, payments, delivery of goods, warranties (including product warranties), privacy and data security, and the like). Battat disclaims all liability in connection therewith.

E. User-Generated Content.

To the best of our ability we maintain information on retailers who carry our products. Most or all of this information is provided by our retailers, who are responsible for its accuracy. In all cases we recommend that you contact the retailer directly to inquire about the availability of specific products.

F. User-Generated Content.

V. Communicating with Battat

A. Privacy of Such Communications.

You are cautioned that any online communication may not be fully confidential. In addition, you should be aware that federal postal regulations do not protect electronic mail. You should also be aware that some administrative personnel of Battat might, in the course of their regular duties, have access to communications for technical or operational purposes. Battat will not determine who has access to the communication.

Battat reserves the right to monitor and review any communications sent to or received by Battat. Battat will not terminate a person's access to the Website if that person is determined to be in the sole discretion of Battat, a repeat offender.

If you are a copyright owner or an agent thereof and believe that any submission or other content infringes upon your copyrights, you may submit a notification at Ogdolls@battat.com or at Battat, Incorporated, 1560 Military Turnpike, Plattsburgh, NY 12901.

C. Unsolicited Ideas and Materials Prohibited.

Battat does not accept or consider any unsolicited ideas or materials for products or services, or even improvements to products or services, such as ideas, concepts, inventions, or designs for toys, dolls, videogames, books, scripts, storyboards, motion pictures, television shows, theatrical productions, music productions, or websites (collectively, "Unsolicited Ideas and Materials"). Therefore, you must not send to Battat (even in any of your User-Generated Content) any unsolicited ideas or materials (request), in any form or by any means, any Unsolicited Ideas and Materials. Any Unsolicited Ideas and Materials you post on or send to us via the Website are deemed User-Generated Content and licensed to us as set forth above.

If you send us any of your Unsolicited Ideas and Materials despite our request that you do not do so, it's likely they're identical or substantially similar to ideas, concepts, and materials that, in the past, were developed by our staff or submitted to us by others. Likewise, in the future we may, without any reference to any of your Unsolicited Ideas and Materials, develop or receive from others (ideas, concepts, and materials that are identical or substantially similar to your Unsolicited Ideas and Materials).

Battat's receipt of your Unsolicited Ideas and Materials is not an admission by Battat of their novelty, priority, or originality, and it does not impair Battat's right to contest or dispute intellectual property rights relating to your Unsolicited Ideas and Materials.

D. No Confidential or Special Relationship with Battat.

Except as otherwise specifically described in the Website's Privacy Policy, your relationship with Battat is not a confidential, fiduciary, or other type of special relationship and your Unsolicited Ideas and Materials, and anything else submitted by you (such as any questions, comments, answers, correspondence, postings, and the like) will be treated as non-confidential and non-proprietary User-Generated Content – regardless of whether you mark them "confidential," "proprietary," or the like. Battat will not assume any responsibility, obligation, or liability for the receipt or non-receipt of any of the foregoing. Therefore, your decision to submit any Unsolicited Ideas and Materials to Battat does not place Battat in a position that is any different from the position held by members of the general public with regard to your Unsolicited Ideas and Materials.

E. Liability Limitations; Waiver of Injunctive or Equitable Relief

A. Limitation of Liability

Battat is not responsible or liable for any infections or contamination of your system, or delays, inaccuracies, errors or omissions arising out of your use of this site or with respect to the information and material contained on this site. The entire risk as to the quality, accuracy, adequacy, completeness, correctness and validity of any material rests with you. To the fullest extent permissible pursuant to applicable law, Battat and their respective officers, directors, employees, agents, licensors, representatives and third-party providers to the site will not be liable for damages of any kind, including, without limitation, compensatory, consequential, incidental, indirect, special or similar damages that may result from the use of, or the inability to use the materials contained on this site, whether the material is provided or otherwise supplied by Battat or any third party.

Notwithstanding the foregoing, in no event shall Battat's liability to you for any and all claims, damages, losses and causes of action (whether in contract, tort or otherwise) exceed the amount paid by you, if any, for accessing this site.

B. Waiver of Injunctive or Other Equitable Relief

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FAQs



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Our Dolls

How do I get a replacement part from Our Generation?

We don't have replacement parts for all of our toys, but let us know what you're missing and we'll do what we can to help. Call us at 1-866-665-5524. We're around Monday through Friday, from 8:00 a.m. to 4:30 p.m. Eastern Standard Time. You can also send us an email at OGdolls@battatco.com. So we can help you faster, please include your phone number and address and write MISSING PART in the subject line with the name of the toy.

What materials do you use to make your products?

We use plastic, Crittley®, Cloth, ribbon, wood, hopes, dreams and many other materials when making our dolls and accessories. In addition to carefully choosing materials for our dolls and accessories, we are passionate about the materials used to make our packaging. Read more about our eco-friendly packaging. (Links to FAQ about eco-friendly packaging.)

How should I clean and help preserve my Our Generation dolls and accessories?

Friends take care of each other. We're so glad you want to take care of your Our Generation doll and her things.

For doll faces and bodies, simply wash the surface gently with a wet, soapy cloth, then air dry at room temperature. Do no put any OG doll in the washing machine, drier or near any direct heat source.

For clothing and accessories, spot clean with cold water and a mild soap and air dry. Again, no washing machines, driers or heat sources.

How should I care for my doll's hair?

1) For best results, it is recommended to use a wire brush.

2) Divide my hair into small sections and gently brush them one at a time. Make sure to brush out the tangles starting from the bottom of my hair and then moving up.

3) Mist my hair lightly with a spray bottle if you are having a hard time detangling it.

4) If I have wavy hair, be very gentle when brushing the ends, this will help preserve my curls.

5) For tight curls, finger style my hair. Separate a small section of my hair and work your fingers through it, twirling as you go.

6) For braided styles, tightly braiding my hair while damp will help control frizzies ends.

7) Avoid using styling products like gel or mousse, as this may damage my hair.

8) Avoid using a blow dryer, hot rollers, curling or straightening iron on my hair.

9) Always keep my hair away from extreme heat.

How does the mechanism in the Hair Play Doll work?

To make your doll's hair "grow": Gently pull out the braided hair from the crown of your doll's head until it is at the desired length or until the hair is completely extended.

To pull hair back into hair grow mechanism: Push the button on the flower shaped knob located on the doll's back and turn the knob counter clockwise. As you turn the flower knob the hair will slowly wind back into hair grow mechanism. Tip: To avoid hair tangling inside hair grow mechanism we suggest keeping the hair in braids when it is being wound back into hair grow mechanism. Push the button on flower knob again to pull out the hair for play. To care and maintain the hair on your hair grow doll please follow the general hair care instructions.

Where can I buy Our Generation dolls and accessories?

So glad you asked! Our Where to Find page will help you find a convenient retailer online or nearby who carries Our Generation dolls and accessories.

I fell in love with something on your site that I can't find anywhere in stores. What gives?

We try to change our dolls and accessories often to keep up with the latest styles. While this keeps our dolls and accessories fresh and current, it sometimes makes it hard to know which items are in stock and where. It is possible that you are seeing something on our site that is no longer available or, sometimes, not available yet. We're sorry if this causes any inconvenience. We have heard that a lot of families find "vintage" OG stuff on eBay.

Do Our Generation clothes fit on other brand's 18" dolls?

Yes, they do. Our Generation dolls, doll clothes and accessories are compatible with most 18" dolls.

Can you send me a catalog?

To avoid paper waste and the resources involved in transporting catalogs, we've created this website as a Look Book where you can discover and play. Some of the dolls, fashions and accessories are available in stores right now. Others are from our past or our future. Either way, it's fun to discover and play. If you have any questions about anything you see on the website, please send us an email at OGdolls@battatco.com.

I opened my new Our Generation doll or accessory and have a problem with it. What should I do?

The store where you purchased the toy should be able to help you with an exchange or return. If not, call us at 1-866-665-5524. We're around Monday through Friday, from 8:00 a.m. to 4:30 p.m. Eastern Standard Time. You can also email us at OGdolls@battatco.com. Please be sure to include your phone number. Also, type the name of the toy in the subject line. Whatever the concern, we'll get it figured out.

Why are Our Generation dolls and accessories made in China?

Our dolls are designed in Canada and the USA then manufactured in China. Affordability is a big goal of ours. Our production partners in China allow us to offer our high-quality dolls, doll clothes and accessories at prices most can afford. We have strong relationships with our production team overseas. We also conduct random on-site audits of factories to ensure the highest standards are met in manufacturing and in employee health, safety and human rights. We are happy that Target, our largest retail supplier, requires an equally firm commitment to human rights from any brand they carry. (You can read more about Target's commitment to the global community.)

Who writes your books?

Our Generation books have two writers, Julie Driscoll and Susan Cappadonna Love.

Julie Driscoll keeps a notebook with her at all times because everywhere she goes, something funny or exciting happens that she knows would make for an interesting story. Her greatest inspirations are her two daughters, Emily and Kerr, and her husband, Steve, who's a lot like a little kid trapped inside a grownup's body.

Susan Cappadonna Love lives in a purple house in Milton, Massachusetts. She lives with her husband, Scott, and daughters, Sophie and Olivia, who come up with plenty of the ideas in her books. One of Susan's favorite things is reading with her kids at night. That's because they can travel around the world, explore real or imaginary places, and get to know people they might not have the chance to meet. And the best part is—they can do it in their pajamas! Her other favorite thing is writing Our Generation books (which she also does sometimes in her pajamas).

Susan has written six books in the Our Generation series, including The Jukebox Babysitters, The Dress in the Window, The Sweet Shoppe Mystery, The Mystery of the Vanishing Coin, Stars in Your Eyes and One Smart Cookie, as well as other children's books.

Who else works on your books?

Creating the Our Generation book series is a team effort. Everyone is important because they help make the books fun stories to look at and read. There are a lot of people who come up with ideas. An editor puts all the finishing touches on the wording in the books (she makes the stories "flow" just right). Proofreaders look for and fix spelling errors in the books. A team of people creates the dolls and clothing that are shown in the books' pictures. Designers put all the words and pictures on the pages and create the look for the cover of the book. And illustrators paint the artwork that is on the front covers of the books and they draw the pictures that go inside the books.

Who is Battat?

Battat is a family-run business based in Montreal, Canada, and Plattsburgh, NY, that has been making family-focused products for over 100 years. Through innovative thinking, unique design and a steadfast commitment to safety and reliability, Battat has created some of the world's favorite toys.

Is it fun to work at Our Generation?

Working at Our Generation is amazing. We get to know girls and play with dolls. It's so much fun, sometimes we forget it's work. Of course, sometimes it's work, too. Like now, when we have to tell you that the following Our Generation names and terms are trademarks of Battat, Inc.

Ashley-Rose™

Audrey-Ann™

Eva™

Evelyn™

Hally™

Jenny™

Juliet™

Katelyn™

Lily Anna™

Sydney Lee™

Arianna™

Alejandra™

Jessica Anne™

Robyn™

Sandie™

OG Outfitters™

Our Generation™

This is our story™

Okay, now back to the fun.



The Environment

Are your packages recyclable?

YES! We are so glad you asked, because we have been relentless in choosing the most recycled and recyclable materials we can to package our toys. Reduce. Reuse. Recycle. It's a way of life around here.

We plan for reuse from the very beginning. Of course, that starts with using recycled materials. All of our boxes are made from recycled paper that is easily recycled again. Where possible, we create packaging that doubles as a toy. Our foals come in stables they'll want to live in for a long time.

Next, we make sure all our packaging is recyclable. All of our boxes can be recycled again and again. And the plastic that holds our toys in place so they arrive at your house safely? We've carefully chosen and invested in #1 PET plastic because it's the most easily and widely recycled, and is even able to become polar fleece in its next life. (Meaning today's package could become tomorrow's mittens.)

On top of all that, the inks we use in our packaging are soy-based and our varnishes water-based, which is a lot more friendly for the environment.

As you can tell, we poured our hearts into making as little impact as possible on our planet. We wouldn't have it any other way. (And we know you wouldn't either.)

Are your toys recyclable?

We make our dolls, fashions and accessories sturdy so they can be collected and saved, or recycled the old-fashioned way – by being passed from one girl to another. Tired of an outfit? Consider having your friends over for an OG swap. You can all bring outfits you've had for a while and trade them for outfits your friends have had for a while. Suddenly, what's old is new!

Free the Children

Your packages say that the toy I bought will donate 10¢ to Free The Children's Power of a Girl Initiative. Is that true? Every toy?

Yes. And a dime donation may not sound like a lot, but it's right off the top. 10¢ means 10¢. Not after profits, not after taxes. Straight to Free The Children. Even small change has the power to make a big impact. And dime after dime after dime, we are making a difference together.

Free The Children is the world's largest network of children helping children through education, with more than one million young people involved in innovative programs in 45 countries. The organization was founded in 1995 by 12-year-old Craig Kielburger, who is now an international child rights activist. Free The Children believes that youth leadership is the key to achieving a generation of socially active young people. In North America, Free The Children motivates and educates thousands of young people each year through its youth leadership and global education programs. Internationally, Free The Children has built more than 500 schools in Asia, Africa and Latin America, providing education (the only way out of poverty) to more than 50,000 children every day. Learn more about Free The Children and the Power of a Girl Initiative.

Safety

Are Our Generation dolls and accessories safe?

Rest assured that all Our Generation dolls, fashions and accessories go through stringent testing procedures that meet or exceed all U.S. safety standards, all regulations regarding age guidelines, all Consumer Product Safety Commission (CPSC) directives and guidelines, and all regulations of the American Society for Testing and Materials. We then retest products with our own engineers, both on-site during the manufacturing process and again before they are shipped from the factory. Tests, tests and more tests. Trust us, it's kinda like Mrs. D'Eslie's math class.

I have a safety concern. Who do I notify?

We want to hear about any concern or safety thoughts you might have. Please call us at 1-866-665-5524, Monday through Friday, from 8:00 a.m. to 4:30 p.m. Eastern Standard Time. Or you can email us at OGdolls@battatco.com with the words SAFETY ISSUE in the subject line so we can make it our first priority. Be sure to include your name and telephone number in case we have questions.



Reaching Us

How can I reach Our Generation?

Feel free to email us anytime at OGdolls@battatco.com (please include your phone number in case we need to reach you right away) or call us at 1-866-665-5524. We're around Monday through Friday, from 8:00 a.m. to 4:30 pm Eastern Standard Time. We'd love to hear from you!

I'm a reporter or a blogger who wants to write about you or review Our Generation. Can you help?

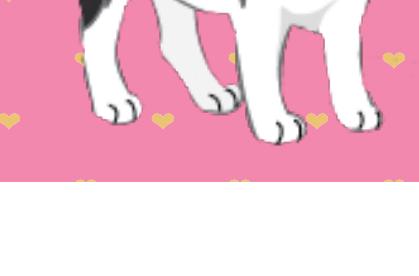
Gosh, thanks. We're thrilled you want to share our story. Please email us at OGdolls@battatco.com and let us know if there's any way we can help.



Contact Us - Terms - Privacy Policy

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Videos

The image shows a screenshot of the Lori by OG website's 'Videos' page. The background is pink with a pattern of small yellow hearts. At the top center is the Lori logo, which includes a heart shape in the letter 'O' of 'LORI' and the text 'by OG'. Below the logo is a navigation bar with five items: 'Dolls', 'Accessories', 'Videos' (which is highlighted in purple), 'Games & Downloads', and 'Where to Buy'. A breadcrumb trail 'HOME / GAMES & DOWNLOADS /' is followed by the word 'Videos' in purple. In the center of the page, there is a large yellow rectangular area containing the text: 'We will share Lori™ videos with you very soon! Please come back to learn more about all your friends.' Below this text is a small decorative flourish. At the bottom of the page is a footer bar with a white central section containing the copyright notice '©2015 LORI™ by OG. ALL RIGHTS RESERVED.', the links 'CONTACT US - TERMS - PRIVACY POLICY', and a small illustration of a black and white dog. The footer also features the Lori logo on the right side.

LORI™
by OG

Dolls Accessories Videos Games & Downloads Where to Buy

HOME / GAMES & DOWNLOADS /
Videos

We will share Lori™ videos with you very soon!
Please come back to learn more about all your friends.

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LORI™
by OG

Where to Buy

LORI™
by OG

Dolls | Accessories | Videos | Games & Downloads | Where to Buy

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Where to Buy

Like fashion and, well, everything, Lori™ dolls, clothes and accessories are always changing. This site is our OG Lookbook. It includes many things OG. Some are available in stores right now. Others are from our past or our future.

This page will help you find stores near you that sell Lori™ things. They might not necessarily carry the exact thing you are looking for. (We suggest you call ahead to check.) Either way, they do carry lots of Lori™ stuff we think you'll love.

CITY and STATE, and/or ZIP CODE (e.g. Los Angeles, CA):

RADIUS: 25 miles

SEARCH

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LORI™
by OG



Where to Buy

LORI™
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Dolls | Accessories | Videos | Games & Downloads | Where to Buy

HOME / GAMES & DOWNLOADS /

Where to Buy

Like fashion and, well, everything, Lori™ dolls, clothes and accessories are always changing. This site is our OG Lookbook. It includes many things OG. Some are available in stores right now. Others are from our past or our future.

This page will help you find stores near you that sell Lori™ things. They might not necessarily carry the exact thing you are looking for. (We suggest you call ahead to check.) Either way, they do carry lots of Lori™ stuff we think you'll love.

CITY and STATE, and/or ZIP CODE (e.g. Los Angeles, CA):

RADIUS: 25 miles

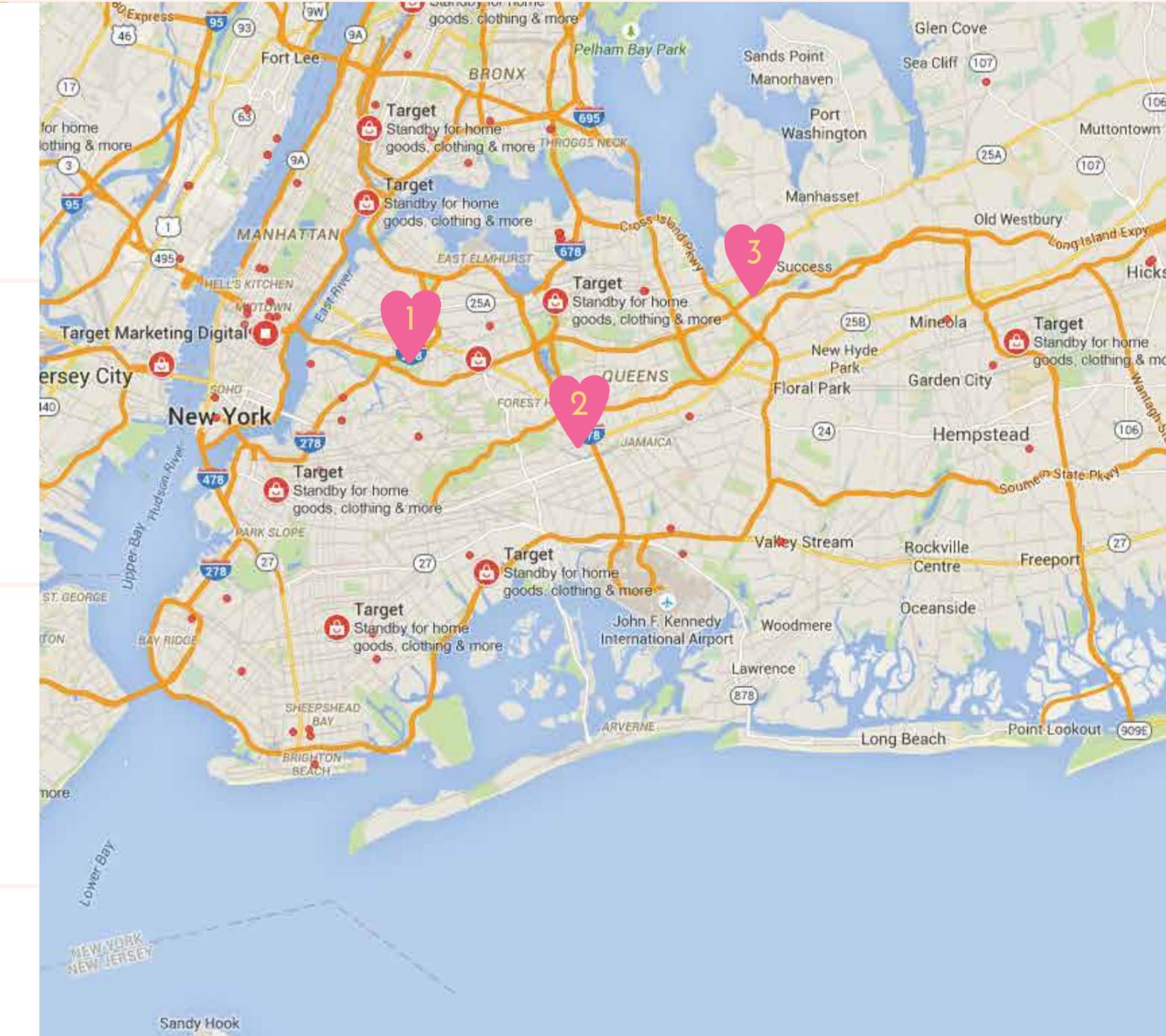
SEARCH YOUR SEARCH HAS RETURNED: 10 result(s)

1 Target Stores
2120 W Main St
Alhambra
CA
91801

2 Target Stores
2120 W Main St
Alhambra
CA
91801

30 Target Stores
2120 W Main St
Alhambra
CA
91801

40 Target Stores
2120 W Main St
Alhambra

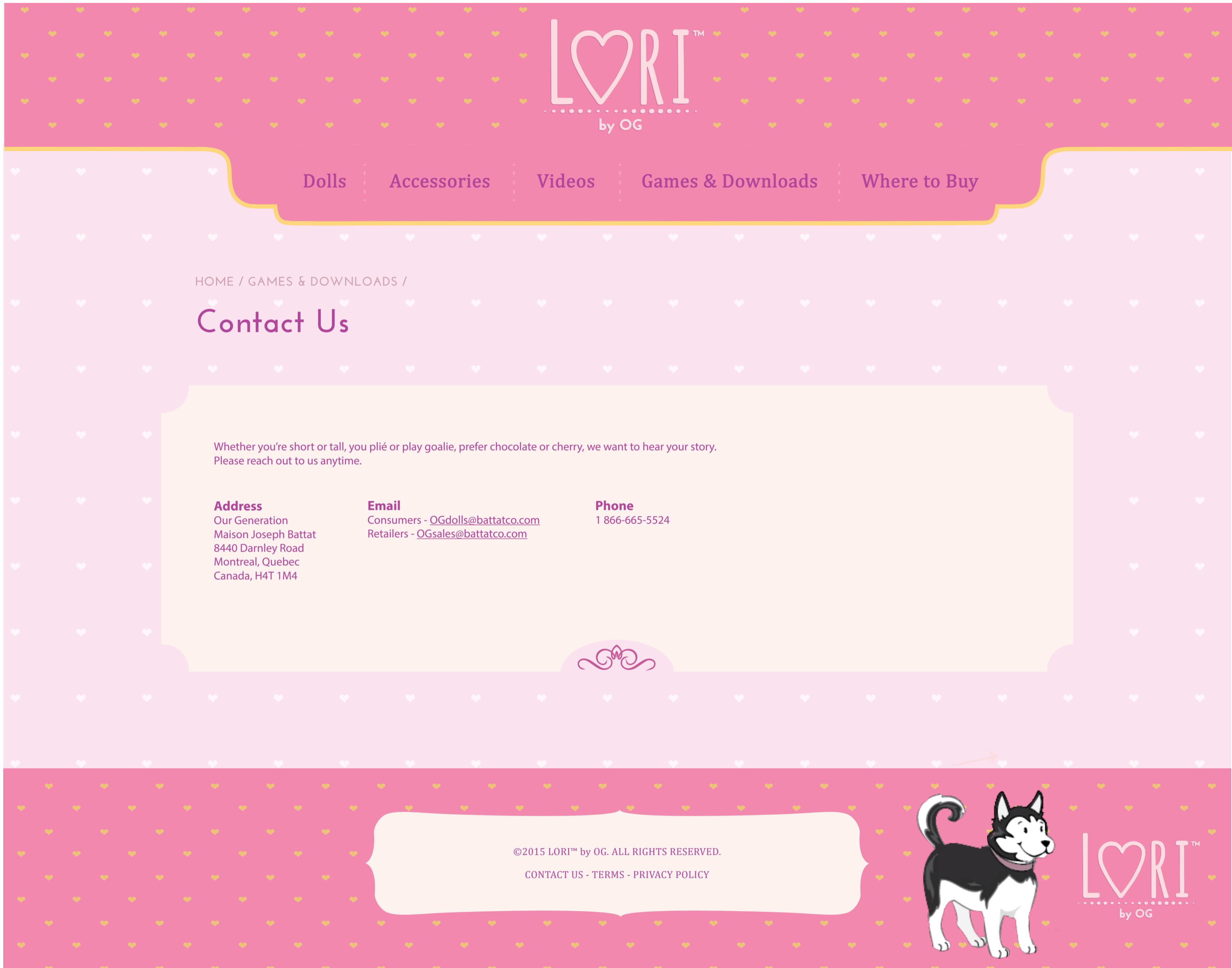


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LORI™
by OG



Contact Us



The image shows the Lori by OG website's contact page. The header features the Lori logo with a heart symbol and the text "by OG". Below the header is a navigation bar with links: Dolls, Accessories, Videos, Games & Downloads, and Where to Buy. The main content area has a pink background with a heart pattern. It includes a sub-navigation link "HOME / GAMES & DOWNLOADS /" and the title "Contact Us". A message encourages users to share their stories. Below this are sections for Address, Email, and Phone. The footer contains copyright information, a privacy policy link, and a copyright notice for 2015. It also features a cartoon dog and the Lori logo.

HOME / GAMES & DOWNLOADS /

Contact Us

Whether you're short or tall, you plié or play goalie, prefer chocolate or cherry, we want to hear your story. Please reach out to us anytime.

Address
Our Generation
Maison Joseph Battat
8440 Darnley Road
Montreal, Quebec
Canada, H4T 1M4

Email
Consumers - OGdolls@battatco.com
Retailers - OGsales@battatco.com

Phone
1 866-665-5524

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