

Privacy Policy

Effective Date: January 1, 2023

This Privacy Policy explains how Folsom Piano Academy collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at www.FolsomPianoAcademy.com.

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example through a web form, during registration, while setting up an account and/or services with us, or when you contact us for customer support. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

Information collected from your device: Our website may use technologies such as cookies, web beacons, google analytics, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, bounce rate, browser and operating system information, referring website address, and other information about how you interact with the website. Our email campaigns may also use tracking technologies such as web beacons, and those used through Constant Contact to automatically collect your name, email address, and phone number (if you provide one). Information collected from our partners: We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information, shopping history, and geographic location.

USE OF PERSONAL INFORMATION

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our services, customer service and support, and other relevant information;
- To market our services to you, including by email and text message subject to your consent;
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

DISCLOSURE OF PERSONAL INFORMATION

We may share the information we collect with other parties, including the following:

- With third-party service providers to assist us with providing and marketing our services, such as payment processors, data hosting services, analytics services, advertising partners, and email service providers.
- With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- As part of a corporate sale, merger, acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant, or other lawful requests for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation.

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Our website may offer in the future interactive features, such as the ability to leave reviews, and pop-up forms, that you can use to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others. (Only pop-up form is in place at this time all others are not offered at this time and the policy will be updated if such features are offered).

DIGITAL ADVERTISING & ANALYTICS

We may share information about you, your purchases, and your interactions with our social media marketing department. No such information shared shall be used unless we have your consent first. *Note when you sign up for lessons FPA has a disclosure that states the right to use your child's image on social media platforms (i.e. Facebook, Twitter, Instagram, website, and Google business) for marketing purposes. No last names of the student are divulged. Your personal videos, post comments, and reviews are subject to your consent first. Please notify the office at the time of sign-up if you have any questions or concerns about this matter.

We may also work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. We use Google Analytics and may use other third-party services to improve the performance of the website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners, and to opt-out of Google Analytics, visit tools.google.com/dlpage/gaoptout.

Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as updates that are in our monthly newsletter.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://files.constantcontact.com/548c5c38301/ea077c8c-0eec-466d-a823-17fe628859d9.pdf>

UPDATING YOUR INFORMATION

When you sign up for services with us you may request a review, change or update your information by contacting the front desk at (916) 985-9443 during office hours.

CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at (916) 985-9443.