

Privacy policy

Privacy Policy for Prado Music Academy

Effective Date: 01/08/2025

Prado Music Academy ("we," "us," or "our") is committed to protecting the privacy of our customers and website visitors www.pradomusicacademy.com. This Privacy Policy explains how we collect, use, and safeguard your personal information in compliance with California privacy laws, including the California Consumer Privacy Act (CCPA).

Information We Collect

We may collect the following categories of personal information:

- **Identifiers:** Name, email address, phone number, and address.
- **Payment Information:** Credit or debit card details (used solely for processing payments).
- **Internet Activity:** IP address, browser type, and browsing behavior on our website.
- **Demographic Information:** Age, preferences, and interests provided voluntarily.
- **Communications:** Messages, emails, and other correspondence with us.

How We Collect Information

We collect information:

- Directly from you when you register for classes, contact us, or make a purchase.
- Automatically through cookies and similar tracking technologies on our website.
- From third-party service providers to enhance your experience.

Use of Personal Information

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

- To provide you with our products and services, customer service and support, and other relevant information, including lesson scheduling and communications.
- To market our products and services to you, including by email and text message subject to your consent. Send reminders, updates, and promotional offers.
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.
- To process payments and manage accounts.
- 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 products and services.
- 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](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, or 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 request 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.
- Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or 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.

DIGITAL ADVERTISING & ANALYTICS

We may authorize our advertising partners to use cookies and similar technologies on our website to automatically collect certain information from your device, and we may share information about you, your purchase and interaction with our website with our advertising partners. These partners may also collect information from other websites or apps over time, including information about relationships among different browsers and devices. Such information can be used by us or our advertising partners to serve more relevant targeted ads. For more information about this type of advertising and how to opt out of targeted advertising from our advertising partners, go to www.aboutads.info.

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 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 order confirmations.

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

Messaging Terms & Conditions for Prado Music Academy

By providing your contact information, you agree to receive informational and promotional messages, including lesson reminders, scheduling updates, and promotional offers.

Message Frequency

Messages will be sent based on your engagement, typically ranging from 1-5 messages per week.

Fees & Charges

Message and data rates may apply depending on your carrier plan.

Opt-Out Information

You can opt out of text messages anytime by replying "STOP." For assistance, reply "HELP" or email us at info@pradomusicacademy.com.

Customer Care

For support, email info@pradomusicacademy.com or text "HELP" to the sender's number.

Note: By continuing to use our services, you accept these terms. Updates to this policy will be posted on our website.

Sharing of Personal Information

We do not sell, rent, or share your personal information with third parties for marketing or promotional purposes under any circumstances.

Example: Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. Text messaging originator opt-in data and consent will not be shared with third parties.

UPDATING YOUR INFORMATION

When you have an account with us, you may review, change, or update your contact information by logging into your account

Your Rights Under CCPA

If you are a California resident, you have the following rights:

- **Right to Know:** Request details about the personal information we collect and how we use it.
- **Right to Delete:** Request deletion of your personal information, subject to certain exceptions.
- **Right to Opt-Out:** Opt-out of the sale of personal information (although we do not sell your information).
- **Right to Non-Discrimination:** You will not face discrimination for exercising your CCPA rights.

To exercise your rights, contact us at info@pradomusicacademy.com

Opting Out of Communications

If you wish to stop receiving communications, you can:

- Reply **STOP** to any text message.
- Click the "Unsubscribe" link in any marketing email.

Security of Your Information

We implement reasonable security measures to protect your personal information. However, no system is completely secure, and we cannot guarantee absolute security.

Updates to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on our website with the updated effective date. Please review it frequently.

Contact Information

If you have any questions about this policy or our privacy practices, please contact us at:

- Email: info@pradomusicacademy.com
- Phone: 310-345-2380