

# MyMuCo Privacy Policy

Effective Date: July 1, 2014

Welcome to MyMuCo – a community for musicians and music students. Your privacy is important to MyMuCo, so we’ve developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

This Privacy Policy applies to the MyMuCo Teacher and MyMuCo Kids software, associated services and website located at [www.MyMuCo.com](http://www.MyMuCo.com), its sub-domains and any associated web-based and mobile applications (collectively, “MyMuCo”) and that are the property of MyMuCo Inc., its affiliates and any successors and assigns (collectively, “MYMUCO”).

The Privacy Policy addresses two kinds of information: (1) Personal Information; and (2) Anonymous Information. Personal information is data that can be used to identify or contact a single person. Anonymous Information does not identify you and can be combined with Anonymous Information about other users.

## 1. Collection and Use of Personal Information

We collect and use your personal information internally and may disclose your information to others, third parties outside of MYMUCO, consistent with this Privacy Policy. We may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

## 2. What Personal Information We Collect

- When you create a MyMuCo account: we collect your email address, and password that you provide for yourself, and we may also collect your first and last name, music school or studio name. If you are the parent or guardian of a music student, we may collect the number of child profiles that you will associate with your account.
- If a child under the age of 18 provides your email address to MYMUCO, we

will collect your email address in order to notify you (the child's parent or guardian) of the child's desire to register a MyMuCo account.

- When assisting you with technical support or responding to feedback you provide: your name, email address, account information and any other information you choose to provide.
- MYMUCO DOES NOT COLLECT TRANSACTION INFORMATION. WE UTILIZE THIRD PARTY PROVIDERS FOR THE PURPOSE OF PROCESSING YOUR PAYMENT AND FOR FRAUD PREVENTION PURPOSES.

### 3. Collection of Anonymous Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose.

- We may collect information regarding customer activities on our website, and from within the MyMuCo apps. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy. Examples include:
  - what pages you viewed, how long you were on a particular page or whether you clicked on a link.
  - Your web browsing history for any websites visited from within MyMuCo.
  - MyMuCo KIDS in-app statistics including clicks on features and buttons, attempts at lessons and other features, information related to lessons completed and text feedback or ratings entered as part of lesson completion.
  - MyMuCo Teacher in-app statistics including clicks on features and buttons, studio information including number of students, level of music study and enrollment in specific music programs, types of instruments studied, lesson plan elements completed and other statistics related to the use of the lesson planning and communication functions of MyMuCo Teacher software, and lessons taught.
- Information about your computer system, or mobile device, that MyMuCo software is installed upon, including: manufacturer and model, and your computer or mobile device operating system.
- MyMuCo diagnostic information including logs, errors and events and associated data relating to this information.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

## 4. How we use your Information

We use your Personal and Anonymous Information internally to understand your needs and provide you with better service and information, in particular:

- The personal information we collect allows us to keep you posted on MYMUCO's latest product announcements, software updates, and upcoming events.
- We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising. Examples include:
  - To establish and update user accounts.
  - To respond to queries you have sent to us.
  - Improving or expanding our music educational content and offerings, including software and services.
  - Monitoring traffic log cookies to identify which website pages are being used. We only use this information for statistical analysis purposes and then the data is removed from the system.
- From time to time, we may use your personal information to send important notices, such as communications about your account and changes to our terms, conditions, and policies.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve MYMUCO's products, services, and customer communications.

## 5. Who we Disclose Information To

We disclose your Personal and Anonymous Information as follows:

- If you are a child under the age of 18 and your parent or guardian registered an account for you, your parent or guardian can view all information within or associated with your account, including messages between you and other users and any other information contained in your account.
- If you are a child under the age of 18 and your parent or guardian consented to, or registered an account for you, and you are linked to a music teacher thru the MyMuCo KIDS and MyMuCo Teacher apps, we disclose personal information to the teacher via the synchronization and communication features of the

MyMuCo Teacher and MyMuCo KIDS apps. Personal information we disclose includes the name and email of your parent or guardian. Information created within the MyMuCo Kids app is also disclosed to your teacher, and this includes messages between you and your teacher, lessons you have completed or are assigned, practice records and any data entered in response to practice assignments, personal preferences entered under your profile, and parent entered feedback. The information generated within the MyMuCo KIDS app and transferred to the teacher is not collected as personal information by MYMUCO but resides within the MyMuCo Teacher app.

- If you are a music teacher with a registered MyMuCo account and you are linked to a student thru the MyMuCo KIDS and MyMuCo Teacher apps, we disclose information within the MyMuCo Teacher app intended for the student via the app synchronization and communication features of MyMuCo Teacher and MyMuCO KIDS apps. Personal information we disclose includes your name (if provided) and email. Information created within the MyMuCo Teacher app is also disclosed to the student, and includes messages between you and your student, lessons you are assigning to the student, data entered in response to practice assignments, grades, performance reports, and teacher profile information. The information generated within the MyMuCo Teacher app is not collected as personal information by MYMUCO but resides within the MyMuCo KIDS app.
- MyMuCo Teacher and MyMuCo KIDS includes, or may include in the future, integral text, audio and video chat features that allow you to communicate with other users. By using these features, you disclose the text you type, your image through video or audio of your voice to third parties. Except as MYMUCO permits, you are not permitted to use the chat features to disclose Personal Information as this information could be collected or used by other users. We are not responsible for any Personal Information you choose to disclose to other users.
- To respond to inquiries from law enforcement or to defend our rights or the rights of others.

## 6. Third Party Software and Services

MYMUCO may share personal information with companies who provide services such as information or payment processing, fulfilling customer orders, delivering products to you, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys.

Furthermore, use of MyMuCo may involve third party software and services, including third party websites. Also MyMuCo allows users, including MYMUCO,

to provide links to any third party website located on the Internet.

Use of third party software and services, including websites, may disclose your Personal or Anonymous Information to third parties. The Privacy Policy only applies to information that MYMUCO collects, uses or discloses and does not apply to the collection or use of your information by third parties through third party software or services. Use of third party software or services in MyMuCo may require you to accept a third party's terms of service/use or privacy policy. It is your sole responsibility to determine whether any third party privacy policy is acceptable to you.

## 7. Safeguarding Children's Privacy

We do not knowingly collect personal information from children under 13 except where a parent has set up a MyMuCo account for their child and provided MYMUCO with verified parental consent. For all users, please do not send any Personal Information to MYMUCO other than what we request from you in connection with MyMuCo.

If you are a child under the age of 18, you may only use MyMuCo and disclose Personal Information to us after your parent or guardian registers a MyMuCo account for you. Review the Privacy Policy with your parent or guardian and make sure you understand it, and do the same with the privacy policies of all websites and apps you use.

If you are a parent or guardian of a child using MyMuCo, review the Privacy Policy with your child and make sure they understand it. If you are a music instructor using MyMuCO, review the Privacy Policy with your students and their parents or guardian and make sure they understand it.

We only collect Personal information from a child under the age 13 after we provide the child's parent or guardian direct notice by way of the parent's online contact information collected from the child and obtain verifiable consent from the parent or guardian. We verify consent by various means such as requesting that the parent or guardian provide MYMUCO with a valid credit card as part of the process for creating a MyMuCo account.

We collect, use and disclose your child's Personal and Anonymous Information in the manner described above in Sections 1 through 5 of the Privacy Policy.

If we learn that we have collected the personal information of a child under 13

without first receiving verifiable parental consent we will take steps to delete the information as soon as possible.

If you are the parent or guardian of a child under the age of 13, be aware that MyMuCo incorporates, or may incorporate in the future, text, audio and video chat features that your child may access and use to communicate with other users. Your child's image or voice may be disclosed to other users while using these features. Except as permitted by MYMUCO, users are not permitted to use the chat features to disclose their Personal Information. Also, be aware that MyMuCo incorporates, or may incorporate, third party software and services, including websites, which your child may access. MyMuCo users may link to websites and your child may access these websites. As such, MyMuCo may allow your child to access the broader Internet.

If you are a music instructor, be aware that MyMuCo incorporates, or may incorporate in the future, text, audio and video chat features that your music students may access and use to communicate with other users. Both your and your students's image or voice may be disclosed to other users while using these features. Except as permitted by MYMUCO, users are not permitted to use the chat features to disclose their Personal Information. Also, be aware that MyMuCo incorporates, or may incorporate, third party software and services, including websites, which you and your student may access. MyMuCo users may link to websites and student child may access these websites. As such, MyMuCo allows your student to access the broader Internet.

We encourage parents and teachers to speak with your child or students, respectively, and instruct them to not disclose their Personal Information while using MyMuCo' chat features as this information could be read, collected or used by other users. As with all online communication, please speak with your child or students about what communications are appropriate or inappropriate. Please speak with your child or student about proper usage of the Internet, including which websites are appropriate or inappropriate. We bear no responsibility for any Personal Information your child or student chooses to disclose using the chat features, Personal Information disclosed to third party software or services, or use of third party software or services, including websites your child or student accesses within MyMuCo.

## 8. Our Commitment to Your Privacy

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical,

electronic and managerial procedures to safeguard and secure the information we collect online. Only the MyMuCo software and services are publicly accessible, and any information stored in our databases is not publicly accessible and exists only on our internal network.

MYMUCO data may be stored in third party data storage facilities, including facilities within Canada and the United States. Use of the MyMuCo software will be taken as permission by the user to store the user information at such facilities.

## 9. Updates

MYMUCO reserves the right, at its sole discretion, to change or modify or to add or remove portions of the Privacy Policy at any time (“Updates”). MYMUCO agrees to notify you of Updates by email and to make them available at [www.MyMuCo.com](http://www.MyMuCo.com). You will be deemed to have accepted any Update by continuing to use MyMuCo. Unless MYMUCO states otherwise, Updates are automatically effective thirty days after being posted on [www.MyMuCo.com](http://www.MyMuCo.com).

## 10. Contact Us

If you have questions or comments about the Privacy Policy or MYMUCO’s data collection in general, please send us an email at [privacy@MyMuCo.com](mailto:privacy@MyMuCo.com) or contact us by mail:

**Address:**

MyMuCo Inc.  
ATTN: Privacy Policy  
300 Bronte St. S., Unit 1  
Milton Ontario L9T 1Y8

If you are under the age of 18 you must have your parent or guardian’s permission before phoning MYMUCO.

All Personal Information you provide via email, mail or phone will be kept confidential.