



CVSM Privacy Policy

Effective Date: 12/1/2023

This Privacy Policy explains how Cumberland Valley School of Music collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at cvsmusic.org.

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example through a web form, when donating, or during registration. 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, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser, and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features such as keeping track of items you put in your shopping cart. Our email campaigns may also use tracking technologies such as web beacons, pixels, and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

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 our services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.
- 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 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 content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.
- No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

DIGITAL ADVERTISING & ANALYTICS

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 <http://tools.google.com/dlpage/gaoptout>.]

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 available at <https://cvsmusic.org/info-policies>

UPDATING YOUR INFORMATION

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

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 emailus@cvsmusic.org