



# Our Privacy Policy

This Privacy Policy outlines Allegro Music Schools ("we", "our" or "the Company") practices with respect to information collected from users who access our website at [www.allegromusicschools.com](http://www.allegromusicschools.com) (the "Site").

## PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

"Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

"Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you fill out or attempt to fill out the contact form through the Site, we collect certain information from you, including your name, address, email address, and phone number. We refer to this information as "Lead Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Lead Information.

## HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Lead Information that we collect generally to:

Communicate with you; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information 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.

#### **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

#### **DATA RETENTION**

When you fill out the contact form through the Site, we will maintain your Lead Information for our records unless and until you ask us to delete this information.

#### **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

#### **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [lessons@allegromusicschools.com](mailto:lessons@allegromusicschools.com).