



## Privacy Policy

Your privacy is important to MusiCanLand Ltd. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

### Collection and Use of Personal Information

Personal information is data that can be used to identify or contact the purchaser of our software, such as an individual, an institution (such as a school or school district), a company, or a governmental body.

*No personal information is collected during the use of our software, although your email or domain address may be transmitted securely to our licensing server to confirm that your license is valid or whether you are using our software on a trial basis and for how long.*

At the time of purchase and for later communications, you may be asked to provide your personal information to MusiCanLand Ltd. or an affiliated/partner company, such as Strategic Transitions Inc. (Aurora, ON, Canada). MusiCanLand and its affiliates/partners may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide support and improve our products, services, content, and advertising. You are not required to provide the personal information that we request, but, if you chose not to do so, in many cases we will not be able to provide you with support for our products or services or respond to any queries you may have.

### What personal information we collect

Here are some examples of the types of personal information MusiCanLand and its affiliates/partners may collect and how we may use it:

When you purchase a product, download a software update, register for training, contact its affiliates/partners or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and payment information.

Note that when you purchase a product or download a software update through an online store, such as Google Chrome Web Store, Apple App Store and Microsoft Windows Store, no personal information is shared with us. Information collected by these third parties, is governed by their own Privacy Policy. We encourage you to learn about the privacy practices of those third parties.



## **How we use your personal information**

The personal information we collect allows us to keep you posted on MusiCanLand's latest product announcements, software updates, and upcoming events. You must explicitly confirm your consent to receive promotional material about our products (under the general name "MusiCan" products) and services by email. Your consent or non-consent has no bearing on the service/support that you are entitled to.

We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes. We may use your personal information to verify identity, assist with identification of users, and to determine appropriate services.

From time to time, we may use your personal information to send important notices, such as communications about purchases, updates and changes to our terms, conditions, and policies. Because this information is important to your interaction with MusiCanLand and its affiliates/partners, you may not opt out of receiving these communications.

Note, if you purchase our product(s) through an online store, such as Google Chrome Web Store, Apple App Store and Microsoft Windows Store, we have no personal information about you. Therefore, important notices and update information are included in product descriptions on the online stores.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve MusiCanLand's products, services, and customer communications.

If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.

## **Collection and Use of Non-Personal Information**

MusiCanLand and its affiliates/partners 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. The following are some examples of non-personal information that we may collect and how we may use it:

We may collect information regarding customer activities on our website and from our other products and services. 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.



We may collect and store details of how you use our services, including search queries. This information may be used to improve the relevancy of results provided by our services. Except in limited instances to ensure quality of our services over the Internet, such information will not be associated with your IP address.

### **Cookies and Other Technologies**

MusiCanLand and its affiliate/partner websites, online services, interactive applications, email messages, and advertisements may use “cookies.” These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

You are free to disable cookies. Please note that certain features of MusiCanLand and its affiliates’ websites will not be available once cookies are disabled.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user base as a whole. MusiCanLand and its affiliates/partners may use this information in marketing and advertising services. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### **Disclosure to Third Parties**

Personal information will only be shared between MusiCanLand and its affiliates/partners to improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

### **Others**

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for MusiCanLand and its affiliates/partners to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.



We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### **Protection of Personal Information**

MusiCanLand and its affiliates/partners takes the security of your personal information very seriously. When our products are purchased online your personal information is protected using secure Web transaction encryption. We use computer systems with limited access housed in facilities using physical security measures. Cloud data is stored in encrypted form including when we utilize third-party storage.

Information collected by third parties when our products are sold through their online stores, such as Google, Apple and Microsoft, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties. These online stores do not share any personal information with MusiCanLand and its affiliates/partners.

When you post anything about our products on any forum, chat room, or social networking service, the personal information and content you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to share or submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

### **Integrity and Retention of Personal Information**

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

### **Access to Personal Information**

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting the particular MusiCanLand affiliate/partner from whom you purchased our product(s) by telephone, email, or by post. We will correct the personal information data if it is inaccurate or delete the data if MusiCanLand and its affiliates/partners are not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.



## **Children**

We understand the importance of taking extra precautions to protect the privacy and safety of children using MusiCanLand products and services. Accordingly, we do not knowingly collect, use or disclose personal information from children under 13, or equivalent minimum age in the relevant jurisdiction, without verifiable parental consent. If we learn that we have collected the personal information of a child under 13, or equivalent minimum age depending on jurisdiction, without first receiving verifiable parental consent we will take steps to delete the information as soon as possible.

## **Third-Party Sites and Services**

MusiCanLand and its affiliate/partner websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

## **International Users**

All the information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. All MusiCanLand affiliates and partners are bound by this Privacy Policy.

## **Our Companywide Commitment to Your Privacy**

To make sure your personal information is secure, we communicate our privacy and security guidelines to MusiCanLand employees and strictly enforce privacy safeguards within the company.

## **Privacy Questions**

If you have any questions or concerns about MusiCanLand's Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws, please contact us.

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator in your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

MusiCanLand may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.



**MusiCan**<sup>®</sup>  
education through the art of music <sup>™</sup>

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