

Music & Story Play Privacy Policy

This Privacy Policy outlines the types of information Music & Story Play (M&SP) gathers, keeps, and uses when you visit our website and use our software, web applications, services, downloadable programs, or code (M&SP Services). This agreement also outlines the information you provide to us in person, over the phone, via electronic mail or digital messaging service, “snail mail”.

Data Controller

A “Data Controller” is an entity that determines the purpose and means for processing personal data of users. M&SP is the Data controller for all data relating to this Privacy Policy. A “Data Processor” is an entity that processes data on behalf of the Data Controller. Google, specifically Google analytics is a Data Processor used by M&SP. M&SP uses various Data Processors. In some instances, M&SP may process data on your behalf, in others M&SP may use a data processor. The data processors M&SP uses are outlined in this agreement.

Data Collected

M&SP strives to collect the minimum amount of data necessary regarding users. M&SP is in the business of supporting educators, parents and children with music and stories, not selling data. However, because some of our Services are offered via the internet, and use digital devices, M&SP necessarily must collect certain amounts of information.

Data Retention

User information is kept as long as necessary for M&SP to use the data for a legitimate purpose. Some data may, such as billing information, be kept for as long as possible to process payments or may only be deleted when a user terminates an account. Other information may be kept for as long as necessary for M&SP to perform a service. M&SP performs routine data audits and deletes data no longer used or reasonably expected to be used to provide M&SP services.

Basic Information

M&SP collects some basic information such as the name and age of users. For billing purposes, M&SP may also collect payment information regarding billing such as credit card information, and address information associated with payment information.

Interaction Information

M&SP may also collect information regarding how users interact with M&SP Services. Such information includes how many times a user logs into an account, what tutorial a user is using, how long a user is logged into an account for, the geographic information of where a user has logged into and uses an account, and how much time a user spends using M&SP Services.

Cookies and Persistent Identifiers

For M&SP services to work better, M&SP collects information that identifies computers, browsers, and other digital devices used to access M&SP services. Cookies are pieces of code or information placed in a digital device that are used to identify a digital device and user when they return to a particular website. M&SP does use Cookies, and some third parties M&SP associates with, may also use cookies as well.

The use of Cookies has been a standard practice of many websites since almost the inception of the internet. Users may notify M&SP if they do not want to receive cookies, however some essential functions of M&SP services may not function if cookies are not enabled.

Other Information

M&SP may also collect non personally identifying information. This information includes the IP, MAC, or otherwise identifying address of the computer or device used to access M&SP websites and services. M&SP may also collect information regarding the network you used to access the M&SP site, the date, time, geographical location, and pages you accessed when visiting M&SP websites. M&SP may also collect information such as the browser and operating system you used when accessing M&SP sites and Services, and what referring page, the webpage or website you used to access a link to the M&SP site to get here, was viewed by you.

Google Analytics

M&SP may use Google Analytics Demographics and Interest Reporting as well as other Google services. M&SP has a legitimate interest in using these services because they assist M&SP in providing its Services to relevant consumers, help M&SP understand user preferences, and help M&SP improve its Services to users. To use these services, M&SP necessarily must disclose to Google information that is collected as described in this Privacy Policy.

Other Use of Data

M&SP has a legitimate interest in ensuring that its Services operate correctly and match user needs. As such, M&SP may aggregate user data and analyse it to improve the performance of M&SP Services. M&SP may collect and process data such as what tutorials are accessed and by what demographic, the amount of time spent per tutorial. M&SP also has a legitimate interest in communicating with users and potential users. M&SP may use information provided by you to communicate with you digitally regarding M&SP services.

Third Party Links

M&SP websites may contain links to third party websites, including our other business partners. M&SP is not responsible for the data collection and retention of these other websites, users are encouraged to review the privacy policy of other websites. M&SP has no control over or responsibility for any third-party links. These links are provided for the sole purpose of convenience to our website visitors.

Data Security

M&SP takes reasonable security measures to protect, delete, and keep confidential all data M&SP collects. Unfortunately, no data transmission over the internet can be entirely safe. In the event a data breach occurs M&SP will notify you and the proper state and federal authority (if required) within seventy-two hours (if reasonably feasible).

Contact Our Data Controller

For requests regarding how we use your data, to file a complaint, delete your data, or inquire if M&SP has any data regarding you or your child, please send an email to nadia@musicandstoryplay.com.