



**londonmusicmasters**

instruments of change

## London Music Masters Privacy Policy

This Privacy Policy governs the manner in which London Music Masters collects, uses, maintains and discloses information collected from users (each, a "User") of the [www.londonmusicmasters.org](http://www.londonmusicmasters.org) website ("Site") and all products and services offered by London Music Masters.

### Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, subscribe to the newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except insofar as it may prevent them from engaging in certain Site related activities.

### Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilised and other similar information.

### Web browser cookies

Our Site may use "cookies" to enhance User experience. The User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

### How we use collected information

London Music Masters collects and uses Users' personal information for the following purposes:

- *- To personalise User experience*  
We may use information in aggregate to understand how our Users as a group use the services and resources provided on our Site.
- *- To improve our Site*  
We continually strive to improve our website offerings based on the information and feedback we receive from you.
- *- To administer a content, promotion, survey or other Site feature*  
To send Users information they have agreed to receive about topics we think will be of interest to them.
- *- To send periodic emails*  
If User decides to opt-in to our mailing list, they will receive emails that may include charity news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or the User may contact us via our Site.- *Tracking Our Emails to Our Subscribers*  
When we send emails to subscribers, we'll sometimes track who opened the emails and who clicked on any of the hyperlinks. We do this to measure the performance of our Email Campaigns and to improve our offerings to specific customer segments.

### How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Our Site is in compliance with PCI vulnerability standards in order to create as secure an environment as possible for Users.

### Sharing your personal information

We do not sell, trade, or rent Users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes.

### Third party websites

Users may find advertising or other content on our Site that links to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the

practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

#### **Changes to this privacy policy**

London Music Masters has the discretion to update this privacy policy at any time. When we do, we will inform you of this in our next newsletter mailout. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

#### **Your acceptance of these terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

#### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

[London Music Masters](#)

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