

Alfred Music Privacy Policy

Date of Last Revision: August 2, 2024

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1. Who We Are

Alfred Publishing, LLC ("**Alfred Music**," "**we**," or "**us**") is a world leader in music education, and provides a variety of websites, products and services. Alfred Music owns and operates the following websites: www.alfred.com.com, www.totalsheetmusic.com.com, www.alfred-music.com, www.emtontheweb.com, sionline.alfred.com, and media.alfred.com (the "**Sites**") and provides an online catalog, music education resources and course, as well as other information and services ("**Services**"). Alfred Music is committed to protecting your privacy and utilizing technology that gives you a powerful and safe online experience.

Some of the data Alfred Music collects is considered "personally identifiable information," "personal information" or "personal data" under applicable law (collectively referred to in this Privacy Policy as "**Personal Data**"). Generally, Personal Data is information that can be reasonably connected to an identified or identifiable individual. It does not include deidentified or anonymized data.

The purpose of this Privacy Policy is to disclose to you how we collect, use and share Personal Data and how we attempt to safeguard the Personal Data we collect and process. We are committed to securing the Personal Data that we collect concerning you ("**you**") and complying with applicable data protection and privacy laws. We may update this Privacy Policy from time to time. When we do, we will post an amended version of the Privacy

Policy on this website. Please review this Privacy Policy periodically.

2. HOW TO CONTACT US

If you have any questions regarding this Privacy Policy, data protection or your rights, please contact us:

Alfred Music
Attn: Privacy Team
285 Century Place, Louisville, CO 80027
United States of America
Email us at privacy@alfred.com
Call us toll free: 800-292-6122
Or locally: 818-891-5999.

3. WHY WE COLLECT DATA AND HOW WE COLLECT IT

We collect, process and use Personal Data to provide our products, Services and Sites to you. For example, we use the Personal Data we collect to:

- Communicate with you;
- Provide you with information, quotes and offers;
- Provide our Sites and Services;
- Process your account registration (where applicable);
- Provide you with support;
- Personalize and/or enhance your experience on our Sites;
- Provide information about data privacy and security;
- Measure the performance of our Sites and Services;
- Assist with ensuring the security and integrity of the Sites and Services;
- Maintain, improve and customize our products, Sites and Services;
- Investigate, prevent or take action regarding illegal activities, suspected fraud or violations of our terms of use;
- Efficiently maintain our business;
- Comply with applicable law; and
- Defend our legal rights and the rights of others.

We obtain Personal Data directly from you, through cookies and other technologies, through your devices, and from third parties as described in this Policy and any other privacy notices we may provide to you when you interact with us.

4. PROTECTING YOUR PRIVACY GENERALLY.

- a. **Industry-Standard Protection.** We utilize industry-standard security measures to safeguard the information we collect, maintain and use. These measures include technical and procedural steps to protect your data from misuse, unauthorized

access or disclosure, loss, alteration or destruction. However, we do not and cannot guarantee the performance or adequacy of such security measures.

- b. **Limitation on Access.** Access to any Personal Data we collect and store is generally restricted to our employees and/or contractors who require it to perform a job or other contracted function.
- c. **Third Party Processors.** To ensure that your Personal Data receives an adequate level of protection, we have put in place appropriate procedures with the third parties we share your Personal Data with to ensure that your Personal Data is treated by those third parties in a way that is consistent with applicable data privacy and security laws.

5. COMMITMENT TO CHILDREN'S PRIVACY.

In compliance with applicable law and our company practices, we do not knowingly collect Personal Data from children under 16 years of age or permit children under 16 years old to register for accounts on the Sites and Services without first obtaining consent from a parent or legal guardian. The exception to this is we will collect limited Personal Data from a child under 16 years old if they attempt to create an account and identify that they are under 16 years old. In that event, we will permit the child to create a limited, temporary account to provide contact information for a parent or legal guardian so that we can attempt to obtain consent. If we are unable to obtain consent, we will delete the child's account and Personal Data. We will fully activate an account only after receiving verifiable consent from a parent or legal guardian. We also permit parents and legal guardians of children under 16 years of age to contact us to request (1) what Personal Data we have about their child, (2) that we correct any incorrect Personal Data, (3) that we delete the Personal Data of their child, and/or (4) that we cease further collection or use of any Personal Data from their child.

We do not sell the Personal Data of children under 16 years old.

6. TYPES OF INFORMATION WE COLLECT.

- a. **Information You Provide Directly To Us.** We may collect the following categories of Personal Data if you provide it to us:
 - Contact information and identifiers (such as name, local and permanent address, company name, telephone number, electronic mail address);
 - Information regarding your order(s) and/or service request(s) (product purchased, date of purchase, purchase price);
 - Information you provide to us when inquiring about our products or services;

- Any other information you provide to us, including both private messages and user generated, publicly posted content.

b. Information We Collect Via Tracking Technology.

We use cookies and other tracking technologies (such as pixels and web beacons) (collectively, “**cookies**”) to collect information as you navigate the Sites. Cookies are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

For more information on our use of tracking technologies and to make changes to your settings, please utilize the cookie management on our website provided by OneTrust via the “Cookie Settings” link in the site footer.

You can also control the use of cookies at the browser level by setting your web browser controls to accept or refuse cookies. If you choose to block all cookies (including essential cookies) you may not be able to access all or parts of our Sites and Services. In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information on this, please visit the websites: <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com> or <http://globalprivacycontrol.org>.

- c. Non-Identifiable Information.** We collect and use non-personally identifiable user information (“**Non-PII**”) for several purposes, including (without limitation): (i) to calculate necessary royalty payments to third party content providers, which are often based on the number of times a work is opened or accessed by our users; (ii) to prepare reports and other materials that we may share with others in an anonymous format; and (iii) for analytics purposes. In some instances, we use third-party vendors to collect, monitor and/or maintain Non-PII. For example, we utilize [Google Analytics](#). Rollbar is utilized for error monitoring. Information logged includes common request data. Google Analytics is utilized to analyze application, feature and content usage.

7. DO NOT TRACK SIGNALS.

Some internet browsers incorporate “Do Not Track” or other global privacy control features that signal to websites you visit that you do not want to have your online activity tracked. Our cookie management tools respond to these signals.

8. INFORMATION WE DISCLOSE TO OTHERS.

We may provide access to Personal Data to others in the following ways:

- a. **With Service Providers.** We may share information with service providers who:

- perform data services on our behalf, such as hosting and cloud storage services ([Platform Purple](#), [AWS](#));
 - prepare, deploy and analyze advertising and marketing content on our behalf ([Google Advertising](#), [Google Analytics](#), [Meta](#), [Acoustic](#), [Pinterest](#), [Wisepops](#));
 - provide other services on our behalf, such as error logging, accounting software services, client relationship management services and other various business services ([Salesforce](#), [Netsuite](#), [Twilio](#), [FormAssembly](#));
 - process payment information on our behalf ([Authorize.net](#), [FormAssembly](#)); and
 - provide cookie and privacy management services on our behalf ([OneTrust](#)).
- b. **With Business Affiliates.** We share information with our affiliated companies, including:
- Our sister companies [MakeMusic](#) and [Fons](#), and our parent company, [Peaksware Holdings, LLC](#), with whom we partner with to utilize common resources, business operations, and for general business purposes (together with Alfred Music, the “Music Brands” or “Family of Brands”).
- c. **To Meet Our Legal Requirements or Exercise Our Rights.** We may share information with third parties in the following instances:
- When we are required to do so by law.
 - In connection with any legal proceedings or prospective legal proceedings.
 - To establish, exercise, or defend our legal rights, including providing information to others for the purposes of fraud prevention.
 - When we reasonably believe it is appropriate to apply to a court or other competent authority for disclosure of that Personal Data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personal Data.
 - We may share information with other persons or entities as part of our own corporate transactions, such as during financing or any asset sale.
- d. **At Your Request.** We will share your Personal Data when you request or otherwise consent to the disclosures.

9. HOW TO ACCESS & CONTROL YOUR PERSONAL DATA

We respect your privacy and provide ways for you to choose whether to share your information with us or any third parties.

- a. **You may decline to provide information.** You have the right to decide not to share information with us.
- b. **You may request deletion.** You may submit a request to update or delete your personal data by contacting us through any of the methods provided on our [Contact Us page](#), or you may email us at privacy@alfred.com.

PLEASE NOTE, HOWEVER, THAT IF YOU CHOOSE NOT TO PROVIDE US WITH CERTAIN INFORMATION OR ASK US TO DELETE YOUR INFORMATION, WE MAY NOT BE ABLE TO PROVIDE YOU WITH ACCESS TO SOME OF OUR SITES AND/OR SERVICES. IN ADDITION, IN SOME CIRCUMSTANCES, WE MAY NOT BE ABLE TO MODIFY OR DELETE DATA DUE TO OUR OWN OBLIGATIONS.

- c. **You may review and request changes to your personal data.** If you have an account with us, you may use your account to access, correct, or view certain personal data we have collected which is associated with your account. You may also contact us through any of the methods provided on our [Contact Us page](#), or you may email us at privacy@alfred.com to request information or changes.
- d. **You may opt out of marketing communications.** You can always choose whether you wish to receive communications we send via email, SMS messages, telephone calls and postal mail. To unsubscribe from our marketing emails, please click the unsubscribe link included in the footer of our emails or adjust preferences in your account if applicable. You may also contact us through any of the methods provided on our [Contact Us page](#), or you may email us at privacy@alfred.com to opt out of our communications.
- e. **You may control cookies used.** You may opt out of cookies through your account settings in the Sites or as described in [Section 6 \(b\)](#) above.

10.SECURITY

When you register for an account with us, you may be required to choose or will be assigned a password which enables you to access our Sites and Services. You are responsible for keeping this password confidential and for all activity that takes place through your account credentials. Do not share your password with anyone. If your password is compromised, change your password within your account. If you believe your account may have been compromised, please notify us immediately.

We take industry standard security measures to protect your information. We also have put into place appropriate agreements and/or procedures with our service providers to ensure that your Personal Data is treated consistent with applicable data privacy and security laws. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot and do not guarantee the security of your data.

11.LINKS TO THIRD-PARTY SITES

Our Sites may contain links to other websites and companies that may be of interest to you. If you click on any of those links, you will leave our Sites. We are not responsible for third-party websites. Therefore, please consult the terms of service and privacy policies of those sites when you visit them.

12.DATA RETENTION

We will store your information for as long as you have an account with Alfred Music. We may keep records of transactions with you for a period of up to seven (7) years to comply with the IRS requirements.

13.ACCESSIBILITY

We value all of our users, and it is our goal to provide an excellent experience for all our users, including our users with disabilities. You understand and accept, however, that some of the features of the Site and Services may not be fully accessible because they are provided by third-parties or have errors. If you wish to access this Privacy Policy in an alternate format, or would like to report an issue you are experiencing on our Sites or Services, please email us at accessibility@alfred.com. You expressly agree to attempt to resolve any and all issues with accessibility directly with us and in good faith prior to instituting any legal action against us.

14.ADVERTISEMENT AND MARKETING

Unaffiliated third parties may use cookies and other technologies on our website to collect information about your online activities over time and across different websites you visit in order to provide you with interest-based advertising. You can generally opt-out of receiving interest-based advertisements from members of the Network Advertising Initiative or the Digital Advertising Alliance by visiting their opt-out pages: <http://www.networkadvertising.org/choices/> and <http://www.aboutads.info/choices/>. When you opt-out using these links, please note that you may still receive advertisements. They just will not be personalized based on your interests.

If you are of an age of legal consent in your country, and you opt into receiving such notices, we may use your email address to send you information about changes or improvements we are

making, or other MakeMusic marketing promotions. Our Business Affiliates, as detailed in Section 8.b. and referred to as (together with Alfred Music) our “Music Brands” or “Family of Brands,” may also use your provided information to send you marketing communications. To opt-out of this activity, users may opt-out of receiving marketing and advertising material as detailed in Section 9.d.

Customers may also sign up for or opt-in to receive marketing and advertising communications from us at live or digital events. Such events include, but are not limited to, webinars and digital events, trade shows, clinics, and other live events. Customers may submit information to us at these events in a variety of manners including, but not limited to, in-person sign-up, lead-retrieval systems, physical paper coupons or forms, or internet-based forms such as a Google Form. Information received from customers through these means will be treated as described in this section, specifically the second paragraph. Customers who wish to opt-out may do so as detailed in Section 9.d.

15.AUTOMATED DECISION MAKING

In order to personalize your experience and interactions with our sites and service, MakeMusic may use Automated Decision Making (ADM) to optimize product suggestions and personalization, feature interactions, and event firings. To opt-out of such ADM features, customers may opt-out of marketing and advertising services via their account or link at the bottom of applicable emails. By opting-out of receiving marketing or advertisements, customers will successfully opt-out of ADM.

16.NOTICE OF STATE PRIVACY RIGHTS

Depending on the state in which you reside, you may have certain privacy rights regarding your personal data. If you are a California resident, please see **Section 19. NOTICE TO CALIFORNIA RESIDENTS** below. For other state residents, your privacy rights may include (if applicable):

- The right to confirm whether or not we are processing your personal data and to access such personal data;
- The right to obtain a copy of your personal data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right to delete personal data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal data for purposes of (1) targeted advertising; (2) the “sale” of your personal data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- If we are required by applicable law to obtain your consent to process sensitive personal data, the right to withdraw your consent; and

- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.

We may use cookies and other tracking technologies to display advertisements about our products to you on nonaffiliated websites, applications, and online services. This use may be considered “targeted advertising” or “sharing” under applicable privacy laws. To opt-out, please go to your cookie settings and turn off Marketing and Advertising cookies and all other non-Necessary cookies. You may adjust your cookie preferences by visiting our [company website](#) and selecting “Cookie Settings” in the footer of the page.

We do not use personal data for profiling in furtherance of decisions that produce legal or similarly significant effects concerning individuals.

If you have questions or would like to submit a request to exercise your rights, please call us at 1-800-843-2066, or email us at privacy@alfred.com. If legally required, we will comply with your request upon verification of your identity and, to the extent applicable, the identity of the individual on whose behalf you are making such request. To do so, we will ask you to verify data points based on information we have in our records. If you are submitting a request on behalf of another individual, please use the same contact methods described above.

If you would like to opt out of sales and targeted advertising, please go to your cookie settings and turn off Marketing and Advertising cookies and all other non-Necessary cookies. You may adjust your cookie preferences by visiting our [company website](#) and selecting “Cookie Settings” in the footer of the page.

Users who opt-in to receive marketing communications via marketing preferences may receive targeted advertising. See **Section 14.ADVVERTISEMENT AND MARKETING** for more information and how to adjust preferences.

17.NOTICE TO NEVADA RESIDENTS

Nevada law allows Nevada residents to opt-out of the sale of certain types of personal information. Subject to a number of exceptions, Nevada law defines “sale” to mean the exchange of certain types of personal information for monetary consideration to a person for the person to license or sell the information to additional persons. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still may submit a verified request to opt-out of sales and we will record your instructions and incorporate them in the future if our policy changes. Opt-out requests may be sent to privacy@alfred.com.

18.NOTICE TO CALIFORNIA RESIDENTS

This Privacy Notice to California Consumers (“**CA Notice**”) is for California residents and supplements the other sections of Alfred’s Privacy Policy. This CA Notice explains how we collect, use and disclose your “**Personal Information**” (as that term is defined by California

law) and how you may exercise your rights under the California Consumer Privacy Act (“CCPA”). This Notice is intended solely for, and is applicable only as to, California residents. If you are not a California resident, this does not apply to you.

NOTE: If you are a Californian resident and a current or former employee, job applicant or independent contractor of Alfred, please see our [Privacy Policy for California Employees, Former Employees & Job Applicants](#) for more information on our collection, use and storage of your Personal Information in that capacity.

A. NOTICE AT COLLECTION OF PERSONAL INFORMATION. To provide you with our products, Sites and Services, we collect and process information about you, including in some cases, Personal Information. To comply with the CCPA and to assist you in understanding our data collection and protection practices during the past 12 months:

- i. Categories of Consumer Personal Information. We collect and, in the 12 months prior to the Date of Last Revision of this Privacy Policy, have collected the following categories of consumer Personal Information:
 - Identifiers (name, alias, account name, email address, postal address, Internet Protocol address, online identifiers, other similar identifiers such as associated company, organization, or school).
 - Unique personal identifiers (cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology).
 - Transaction identifiers.
 - Telephone numbers.
 - Internet or other electronic network activity information (browsing history; search history; and information regarding an individual’s interaction with a website, application or advertisement).
 - Commercial information (records of products or services purchased, obtained, or considered, or other commercial information),
 - Inferences drawn from above information to create a profile about a consumer reflecting the consumers’ preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes
 - Geolocation data.
- ii. Sources of Personal Information. We collect the above categories of consumer Personal Information from you, from your devices and from our distributors and service providers as described in Section 6 above.
- iii. Purpose for Collection. In addition to the business purposes for which we collect consumer Personal Data described in Section 3 above, we collect consumer Personal Information for the following business or commercial purposes:

- Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards
- Helping to ensure security and integrity to the extent the use of your Personal Information is reasonably necessary and proportionate for these purposes
- Debugging to identify and repair errors that impair existing intended functionality
- Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of your current interaction with us, provided that your Personal Information is not disclosed to another third party and is not used to build a profile about you or otherwise alter your experience outside the current interaction with us
- Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services
- Providing advertising and marketing services, except for cross-context behavioral advertising, to you provided that, for the purpose of advertising and marketing, our service providers and/or contractors shall not combine the Personal Information of opted-out consumers that the service provider or contractor receives from us, or on our behalf with Personal Information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with you
- Undertaking internal research for technological development and demonstration
- Undertaking activities to verify or maintain the quality or safety of a service that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us
- Advancing our commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction

iv. Sale, Sharing and Disclosure of Personal Information. We do not “sell” Personal Information, as that term is commonly interpreted. However, we do engage in targeted advertising activities that may constitute a share of Personal Information under California law. The following table identifies the categories of Personal Information that we have collected from our website users in the 12 months preceding the Date of Last Revision of this Privacy Policy and, for each category, the categories of third parties to whom we may have shared Personal Information:

Category of Personal Information	Categories of Third Parties
Unique personal identifiers (such as browser information, IP address, date and time of visit, device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)	Advertising networks/service providers

The following table identifies the categories of Personal Information that we disclosed for a business purpose in the 12 months preceding the Last Updated date of this Privacy Policy and, for each category, the categories of recipients to whom we disclosed Personal Information. Please note that not all categories of personal information were necessarily shared with all categories of recipients listed.

Category of Personal Information	Categories of Recipients
Identifiers (name, postal address, online identifier, Internet Protocol address, email address, account name)	Education institution customers; data hosting and cloud storage providers; mailing providers; advertising service providers, accounting service providers, client relationship management service providers, payment processing vendors; website hosting providers.
Unique personal identifiers (device identifier; cookies, beacons, pixel tags, mobile ad identifiers, or other similar technology)	Data hosting and cloud storage providers; cookie management service provider; advertising service providers, client relationship management service providers.
Telephone number	Education institution customers; data hosting and cloud storage providers; mailing providers; advertising service providers, accounting service providers, call center service providers, client relationship management service providers, payment processing vendors.
Internet or other electronic network activity information (browsing history; search history; and information	Data hosting and cloud storage providers; cookie and privacy management provider;

regarding consumer's interaction with website, application or advertisement)	error logging provider; website hosting providers, advertising service providers.
Commercial information (records of personal property and personal credit information)	Education institution customers; data hosting and cloud storage providers; mailing providers; accounting service providers, client relationship management service providers, payment processing vendors.
Professional or employment-related information (including employment history)	Education institution customers; business partners; data hosting and cloud storage providers; mailing providers; providers, accounting service providers, client relationship management service providers, payment processing vendors.
Inferences drawn from above information to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, behavior, and abilities	Security, anti-fraud, and verification providers; client relationship management service providers, advertising service providers
Geolocation data	Website hosting providers, advertising service providers, data hosting and cloud storage providers.

- v. Children's Personal Information. We do not knowingly collect Personal Information of consumers under 16 years of age and we do not knowingly sell or share for advertising purposes the Personal Information of consumers under 16 years of age.
- vi. Sensitive Personal Information. We do not use Sensitive Personal Information (as it is defined in the CCPA) for the purpose of inferring characteristics about individuals.
- vii. Retention of Personal Information. We retain Personal Information for as long as necessary to fulfill the purposes for which we collect it, such as to provide you with the service you have requested, and for the purpose of satisfying any legal, accounting, contractual, or reporting requirements that apply to us.

viii. Your Rights. Under the CCPA, you have the following rights:

RIGHT TO KNOW	You have the right to request that we disclose to you the Personal Information we collected about you in the 12-month period preceding your request. This right includes the right to request: (1) specific pieces of Personal Information we have collected about you; (2) categories of Personal Information we have collected about you; (3) categories of sources from which the Personal Information was collected; (4) categories of Personal Information that we sold or disclosed for a business purpose about you (if applicable); (5) categories of third parties to whom your Personal Information was sold or disclosed for a business purpose (if applicable); and (6) the business or commercial purpose for collecting or, if applicable, selling your Personal Information.
RIGHT TO DELETE	You have the right to request that we delete your Personal Information that we have collected from you, with some exceptions. Note that if you request that we delete your information, we may be unable to provide you with certain offers or services.
RIGHT TO CORRECT	You have the right to correct inaccurate Personal Information we maintain about you.
RIGHT TO OPT OUT OF SALE OR SHARING	You have the right to say no to the sale of Personal Information or the sharing of your Personal Information for cross-context behavioral advertising purposes. <u>Alfred Music does not sell Personal Information. To Opt-Out of Cross-Context Behavioral Advertising, please utilize our cookie management tool.</u>
RIGHT TO LIMIT PROCESSING OF SENSITIVE PERSONAL INFORMATION	If we use or disclose Sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations, the right to limit our use and disclosure. <u>Alfred Music does not use or disclose Sensitive Personal Information for purposes other than those allowed by the CCPA and its regulations.</u>
RIGHT TO NON-DISCRIMINATION	You have the right to non-discrimination for exercising your CCPA rights. This means we cannot deny you goods or services, charge you different prices, or provide a different level of quality of goods or services just because you exercise your rights under the CCPA. <u>Alfred Music will not and does not discriminate against you or other customers for exercising any of your CCPA rights.</u>

ix. How to Exercise Your Rights.

Right to Submit a Request to Know, Delete and/or Correct: You may submit a request to know, delete and/or correct by emailing us at privacy@alfred.com or you may call us at 1-800-843-2066. If you are submitting a request on behalf of a California resident, please submit the request through one of the designated methods discussed above. After submitting the request, we will require additional information to verify your authority to act on behalf of the California resident.

Right to Opt Out of Sharing: We may share data for purposes that could be described as cross contextual behavioral advertising. You may opt out of this form of data usage by adjusting your cookie preferences from our [company website](#) via the “Cookie Settings” link in the footer of the main page. By opting out of non-necessary cookies, you will successfully exercise your right to opt out of sharing. Alternatively, you may also submit a request via our [CCPA Request page](#).

Our Process for Verifying a Request to Know, Delete, and/or Correct. We will comply with your request upon verification of your identity and, to the extent applicable, the identity of the California resident on whose behalf you are making such request. We will verify your identity either to a “reasonable degree of certainty” or a “reasonably high degree of certainty” depending on the sensitivity of the Personal Information and the risk of harm to you by unauthorized disclosure, deletion, or correction as applicable. For requests to access categories of Personal Information and for requests to delete or correct Personal Information that is not sensitive and does not pose a risk of harm by unauthorized deletion or correction, we will verify your identity to a “reasonable degree of certainty” by verifying at least two data points that you previously provided to us and which we have determined to be reliable for the purpose of verifying identities. For requests to access specific pieces of Personal Information or for requests to delete or correct Personal Information that is sensitive and poses a risk of harm by unauthorized deletion or correction, we will verify your identity to a “reasonably high degree of certainty” by verifying at least three pieces of Personal Information you previously provided to us and which we have determined to be reliable for the purpose of verifying identities. In addition, you must submit a signed declaration under penalty of perjury stating that you are the individual whose Personal Information is being requested.

- x. Shine the Light Law. California Civil Code § 1798.83 permits you to request information regarding the disclosure of your personal information by us to third parties for the third parties’ direct marketing purposes (as those terms are defined in that statute). Alfred Music does not sell or disclose information to third parties for their direct marketing purposes.

19. NOTICE TO RESIDENTS OF THE EUROPEAN ECONOMIC AREA.

The General Data Protection Regulation (“**GDPR**”) applies to individuals located in the European Economic Area (“**EEA**”). The GDPR allows us to collect and use personal data from individuals within the EEA only for one or more of the following reasons:

1. To fulfill a contract we have with you;
2. When we have a legal duty;
3. When it is in our legitimate interest; or
4. When you provide consent.

If you reside in the EEA, you have a number of rights under data protection laws in relation to the way we process your Personal Data, which are set forth **below**. You may contact us directly to exercise any of these rights, and we will verify your request and, if appropriate, respond to any request received from you within one month from the date of the request. In exceptional circumstances we may need to extend this timescale, but we will always tell you in advance if we do, and our reasons why.

Right 1	A right to access personal data held by us about you, as well as information about how we are using your data.
Right 2	A right to require us to rectify any inaccurate personal data held by us about you.
Right 3	A right to require us to erase personal data held by us about you, and where the personal data has been made public, for other controllers processing the personal data to also erase links to, or copy or replication of, such personal data. This right will only apply where (for example): we no longer need to use the personal data to achieve the purpose we collected it for; or where you withdraw your consent if we are using your personal data based on your consent; or where you object to the way we process your data (in line with Right 6 below).
Right 4	A right to restrict our processing of personal data held by us about you. This right will only apply where (for example): you dispute the accuracy of the personal data held by us; or where you would have the right to require us to erase the personal data but would prefer that our processing is restricted instead; or where we no longer need to use the personal data to achieve the purpose we collected it for, but you require the data for the purposes of dealing with legal claims.
Right 5	A right to receive personal data, which you have provided to us, in a structured, commonly used and machine-readable format. You also have the right to require us to transfer this personal data to another organization, at your request.
Right 6	A right to object to our processing of personal data held by us about you (including for the purposes of sending marketing materials to you).

Right 7	A right to withdraw your consent, where we are relying on it to use your personal data (for example, to provide you with marketing information about our services or products).
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If you have any concerns regarding our processing of your personal data, or are not satisfied with our handling of any request by you in relation to your rights, please get in touch with our team through the contact information provided in Section 2 of this Privacy Policy. You may also reach out to [your applicable Data Protection Authority](#) (“DPA”) for more information. There is a DPA located in each EU Member State.