

PRIVACY POLICY

MINDFUL SOUND ACADEMY

Effective Date: 12/01/2025

Last Updated: 12/01/2025

1. INTRODUCTION

Mindful Sound LLC ("Company," "we," "us," or "our") operates the Mindful Sound Academy membership service (the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, create an account, or use our Service.

By accessing or using the Service, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with our policies and practices, do not use the Service.

We respect your privacy and are committed to protecting your personal data.

2. INFORMATION WE COLLECT

2.1 Information You Provide to Us

We collect information that you voluntarily provide when you:

- Create an account or register for membership

- Make a purchase or process a payment
- Contact customer support
- Participate in our member community
- Fill out surveys or provide feedback
- Subscribe to our email communications

This information may include:

- Full name
- Email address
- Billing address
- Payment information (processed securely through third-party payment processors)
- Username and password
- Phone number (if provided)
- Business name and information (if applicable)
- Communication preferences
- Any other information you choose to provide

2.2 Information Collected Automatically

When you access the Service, we may automatically collect certain information about your device and usage, including:

Device Information:

- IP address
- Browser type and version
- Operating system
- Device type (mobile, desktop, tablet)
- Unique device identifiers

Usage Information:

- Pages visited
- Time and date of visits
- Time spent on pages
- Links clicked
- Music downloads
- Login frequency
- Referring website addresses

Cookies and Tracking Technologies:

- We use cookies, web beacons, pixel tags, and similar tracking technologies to collect information about your browsing activities
- See Section 9 for detailed information about our use of cookies

2.3 Information from Third-Party Sources

We may receive information about you from third-party services, including:

- Payment processors (transaction confirmations, payment status)
- Email service providers (email engagement metrics)
- Analytics providers (website usage statistics)
- Social media platforms (if you choose to connect your social media accounts)

2.4 Community and User-Generated Content

If you participate in our private member community, we collect:

- Posts, comments, and messages you share
- Profile information you choose to display
- Interactions with other members

Please note: Any information you post in community areas may be visible to other members. Do not share sensitive personal information in public community spaces.

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

3.1 To Provide and Manage the Service

- Create and manage your account
- Process membership payments and transactions
- Deliver music downloads and bonus materials
- Provide customer support
- Send transactional emails (purchase confirmations, password resets, account notifications)
- Manage your membership subscription and renewals

3.2 To Improve and Personalize the Service

- Understand how members use the Service
- Analyze trends and user preferences
- Develop new features and content
- Personalize your experience
- Conduct research and analytics

3.3 To Communicate With You

- Send membership-related updates and announcements
- Provide information about new music releases

- Share educational content and resources
- Send newsletters (if you opt in)
- Request feedback and reviews
- Respond to your inquiries and support requests

3.4 To Ensure Security and Prevent Fraud

- Detect and prevent fraudulent transactions
- Monitor for unauthorized access or security breaches
- Enforce our Terms and Conditions and Music License Agreement
- Protect our rights and property
- Comply with legal obligations

3.5 For Marketing and Promotional Purposes

- Send you promotional emails about our Service (you can opt out at any time)
- Show you relevant advertisements (with your consent where required)
- Conduct promotional campaigns and contests

3.6 For Legal and Compliance Purposes

- Comply with applicable laws and regulations
- Respond to legal requests and prevent harm
- Enforce our legal rights and agreements

4. LEGAL BASIS FOR PROCESSING (GDPR)

If you are located in the European Economic Area (EEA), our legal basis for collecting and using your personal information depends on the specific information and context:

- **Contract Performance:** Processing is necessary to fulfill our contract with you (providing the Service)
- **Consent:** You have given us explicit consent to process your information for specific purposes
- **Legitimate Interests:** Processing is necessary for our legitimate business interests (improving our Service, fraud prevention, marketing) provided these interests don't override your rights
- **Legal Obligation:** Processing is necessary to comply with legal requirements

You have the right to withdraw consent at any time where we rely on consent as the legal basis.

5. HOW WE SHARE YOUR INFORMATION

We do not sell, rent, or trade your personal information to third parties. We may share your information in the following circumstances:

5.1 Service Providers and Business Partners

We share information with trusted third-party service providers who perform services on our behalf, including:

Payment Processing:

- Stripe, PayPal, or other payment processors

- These providers handle payment information securely and are PCI-DSS compliant
- We do not store complete credit card information on our servers

Email Communications:

- Email service providers (e.g., Mailchimp, ConvertKit, ActiveCampaign)
- These providers help us send transactional and marketing emails

Website Hosting and Infrastructure:

- Web hosting providers
- Content delivery networks (CDNs)
- Cloud storage providers

Analytics and Performance:

- Google Analytics or similar analytics services
- These help us understand how the Service is used

Customer Support:

- Help desk and customer support platforms
- Live chat services (if applicable)

All service providers are contractually obligated to protect your information and use it only for the purposes we specify.

5.2 Legal Requirements and Protection of Rights

We may disclose your information if required to do so by law or in response to:

- Legal processes (subpoenas, court orders, legal proceedings)
- Government or law enforcement requests
- Protection of our rights, property, or safety

- Prevention of fraud or illegal activity
- Enforcement of our Terms and Conditions

5.3 Business Transfers

If we are involved in a merger, acquisition, sale of assets, bankruptcy, or reorganization, your information may be transferred as part of that transaction. We will notify you via email and/or prominent notice on our website of any change in ownership or use of your information.

5.4 With Your Consent

We may share your information with third parties when you explicitly consent to such sharing.

5.5 Aggregate and De-Identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you for marketing, research, or other business purposes.

6. DATA RETENTION

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

Specific Retention Periods:

- **Active Account Information:** Retained for the duration of your membership and as long as necessary to provide the Service

- **Billing and Transaction Records:** Retained for 7 years for accounting and tax compliance purposes
- **Support Communications:** Retained for 3 years or as needed to resolve issues
- **Marketing Communications:** Retained until you unsubscribe or request deletion
- **Cancelled Accounts:** Basic account information retained for 30 days after cancellation, then deleted unless retention is required for legal or business purposes

When we no longer need your information, we will securely delete or anonymize it.

Your Right to Request Deletion:

You may request deletion of your personal information at any time (see Section 11 for details on exercising this right).

7. DATA SECURITY

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

Our security measures include:

- Encryption of data in transit using SSL/TLS protocols (HTTPS)
- Secure password storage using industry-standard hashing
- Regular security assessments and updates
- Access controls limiting employee access to personal information
- Secure payment processing through PCI-DSS compliant providers
- Regular backups to prevent data loss

- Monitoring for suspicious activity

However, please be aware:

- No method of transmission over the Internet or electronic storage is 100% secure
- We cannot guarantee absolute security of your information
- You are responsible for maintaining the security of your account credentials
- You should not share your password with anyone

If we become aware of a data breach that affects your personal information, we will notify you in accordance with applicable law.

8. INTERNATIONAL DATA TRANSFERS

Mindful Sound LLC is based in the United States. If you access the Service from outside the United States, your information will be transferred to, stored, and processed in the United States.

The United States may not have the same data protection laws as your country. However, we take appropriate safeguards to ensure your personal information remains protected in accordance with this Privacy Policy.

For EEA Users:

By using the Service, you consent to the transfer of your information to the United States. We implement appropriate safeguards such as standard contractual clauses approved by the European Commission.

9. COOKIES AND TRACKING TECHNOLOGIES

9.1 What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites remember your preferences and improve your experience.

9.2 Types of Cookies We Use

Essential Cookies (Required):

- Enable core functionality of the Service
- Remember your login session
- Required for the website to function properly
- Cannot be disabled

Analytics Cookies (Optional):

- Help us understand how visitors use our website
- Provide statistics on page visits, traffic sources, and user behavior
- Examples: Google Analytics

Functional Cookies (Optional):

- Remember your preferences and settings
- Enhance user experience
- Examples: language preferences, region settings

Marketing Cookies (Optional):

- Track your browsing across websites
- Show you relevant advertisements
- Measure effectiveness of advertising campaigns
- Examples: Facebook Pixel, Google Ads

9.3 Managing Cookies

You can control and manage cookies through your browser settings:

- **Accept or refuse cookies:** Most browsers automatically accept cookies, but you can modify your settings to decline cookies
- **Delete cookies:** You can delete cookies already stored on your device
- **Block third-party cookies:** You can prevent third-party cookies from being set

Please note: Disabling cookies may affect the functionality of the Service and your user experience.

9.4 Do Not Track Signals

Some browsers include a "Do Not Track" (DNT) feature. Currently, there is no industry standard for responding to DNT signals. We do not currently respond to DNT browser signals.

9.5 Third-Party Tracking

Third-party services we use (such as Google Analytics, Facebook Pixel) may use their own cookies and tracking technologies. Their use of your information is governed by their respective privacy policies.

You can opt out of certain third-party tracking:

- Google Analytics: <https://tools.google.com/dlpage/gaoptout>
- Facebook: <https://www.facebook.com/settings/?tab=ads>

10. YOUR PRIVACY CHOICES

10.1 Email Communications

You can opt out of marketing emails at any time by:

- Clicking the "unsubscribe" link in any marketing email
- Updating your email preferences in your account settings
- Contacting us at [your support email]

Please note: Even if you opt out of marketing emails, we will still send you essential transactional emails related to your account and membership (payment confirmations, password resets, important service updates).

10.2 Account Information

You can update your account information at any time by:

- Logging into your account and editing your profile
- Contacting customer support for assistance

10.3 Push Notifications

If we offer push notifications, you can opt out through your device settings.

11. YOUR PRIVACY RIGHTS

Depending on your location, you may have certain rights regarding your personal information:

11.1 Rights Under GDPR (European Economic Area)

If you are located in the EEA, you have the following rights:

- **Right to Access:** Request a copy of the personal information we hold about you

- **Right to Rectification:** Request correction of inaccurate or incomplete information
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your personal information in certain circumstances
- **Right to Restriction:** Request that we restrict processing of your information in certain circumstances
- **Right to Data Portability:** Request transfer of your information to another service provider in a structured, machine-readable format
- **Right to Object:** Object to processing of your information based on legitimate interests or for direct marketing purposes
- **Right to Withdraw Consent:** Withdraw consent at any time where we rely on consent as the legal basis
- **Right to Lodge a Complaint:** File a complaint with your local data protection authority

11.2 Rights Under CCPA (California)

If you are a California resident, you have the following rights:

- **Right to Know:** Request information about the categories and specific pieces of personal information we have collected about you in the past 12 months
- **Right to Delete:** Request deletion of your personal information (subject to certain exceptions)
- **Right to Opt-Out of Sale:** We do not sell personal information, but you have the right to opt out if we ever do
- **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your privacy rights

California residents can also request:

- Categories of personal information collected

- Categories of sources from which information was collected
- Business or commercial purpose for collecting information
- Categories of third parties with whom we share information

11.3 How to Exercise Your Rights

To exercise any of these rights, please contact us at:

- **Email:** support@mindfulsoundacademy.com
- **Subject Line:** "Privacy Rights Request"
- **Include:** Your full name, email address, and description of your request

We will respond to your request within:

- 30 days for GDPR requests
- 45 days for CCPA requests (with possible 45-day extension if needed)

Verification:

To protect your privacy, we may need to verify your identity before fulfilling your request. We may ask you to provide:

- Email confirmation
- Account credentials
- Additional identifying information

No Fee:

We will not charge a fee to process or respond to your request unless it is excessive, repetitive, or manifestly unfounded. In such cases, we may charge a reasonable fee or refuse the request.

12. CHILDREN'S PRIVACY

The Service is not intended for children under the age of 18. We do not knowingly collect personal information from children under 18.

If you are under 18, do not:

- Use or provide any information on the Service
- Make any purchases
- Provide any information about yourself

If we learn we have collected personal information from a child under 18, we will delete that information immediately. If you believe we might have information from or about a child under 18, please contact us at [your support email].

13. THIRD-PARTY WEBSITES AND SERVICES

The Service may contain links to third-party websites, applications, or services that are not owned or controlled by us (for example, social media platforms, payment processors, or external resources).

We are not responsible for:

- The privacy practices of third-party websites
- The content or practices of external services
- How third parties collect, use, or share your information

We recommend:

- Reading the privacy policy of every website you visit
- Understanding how third parties handle your information
- Being cautious about what information you share with third parties

This Privacy Policy applies only to information collected by our Service.

14. CALIFORNIA "SHINE THE LIGHT" LAW

California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes.

We do not share personal information with third parties for their direct marketing purposes without your explicit consent.

If you are a California resident and would like to make such a request, please contact us at support@mindfulsoundacademy.com.

15. NEVADA PRIVACY RIGHTS

Nevada residents have the right to opt out of the sale of certain covered information collected by operators of websites or online services. We do not sell your covered information as defined under Nevada law.

If you are a Nevada resident and would like to make a request regarding the sale of your information, please contact us at support@mindfulsoundacademy.com.

16. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors.

When we make changes:

- We will update the "Last Updated" date at the top of this Privacy Policy
- For material changes, we will provide notice by email or prominent notice on the Service at least 30 days before the changes take effect
- Your continued use of the Service after changes take effect constitutes acceptance of the revised Privacy Policy

We encourage you to:

- Review this Privacy Policy periodically
- Stay informed about how we protect your information
- Contact us if you have questions about changes

17. CONTACT US

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

Mindful Sound LLC

Attn: Privacy Officer

4918 Norwich Ave Sherman Oaks, CA 91403

Email: support@mindfulsoundacademy.com

Website: www.mindfulsoundacademy.com

Response Time:

We will respond to your inquiry within 5 business days.

18. DATA PROTECTION OFFICER

For users in the European Economic Area, you may contact our Data Protection Officer at:

Email: support@mindfulsoundacademy.com

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