

gramercy music academy

YOUR PRIVACY IS RESPECTED HERE

Read our Privacy Policy below to understand what we use your data for.

Privacy Policy

Table of contents

1. Who we are and how to contact us
2. Personal data we collect
3. Legal justifications we rely on to process personal data
4. How we use personal data of our Customers
5. How we use personal data of our Students
6. How we use personal data of our Prospective Customers
7. How we use personal data of our Website or Mobile App Visitors
8. How we use personal data of our Contractors
9. How we use personal data of our Visitors to premises
10. How personal data is collected
11. How personal data is disclosed
12. Data Security
13. Data Retention
14. Targeted Advertising
15. Automated decision-making and profiling
16. Privacy Rights and Choices
17. Children
18. Third-Party Content and Links
19. Privacy Policy Updates

1. Who we are and how to contact us

We aim to be transparent. Your privacy is important to us. This Privacy Policy describes how Gramercy Music Academy ("we," "our," and "us") collects, uses, discloses, and otherwise processes personal data obtained through our products and services; our website, including www.gramercymusicacademy.com, mobile applications, and other online properties; and other interactions with us.

Effective Date: 20th January 2026

Company Information

Company legal name	Gramercy Music Academy, Inc.
Company address	3120 SOUTHWEST FWY STE 101, HOUSTON, TX 77098
Privacy queries email	monae@gramercymusicacademy.com
Name of DPO	Monae Shedryl

2. Personal data we collect

These are the categories of personal data we may process:

- **Contact Details:** examples include real name, email address, address, telephone number, social media username, title, physical address.
- **Financial Data:** examples include credit card number, credit card verification number (CCV), credit card expiry date, bank account number, billing address, transaction code (TAN), income information, VAT number, credit score.
- **Household and Relationships:** examples include emergency contact, marital status, parent/guardian status, property ownership, family status, information about individual's children, next of kin, emergency contact details.
- **Identifiers and Legal Documents:** examples include public health number, passport, proof of residence, right to work status, visa status, social security number / national insurance number, driver's license data, national identification document, signature.
- **Activity and Behavioral:** examples include browsing history, search history, likes, clicks, shopping cart information, products purchased.
- **Personal Characteristics:** examples include sex, nationality, date of birth, gender, academic qualifications, height, age.
- **Location Data:** examples include tracking data, approximate location.
- **Communications Data:** examples include instant messaging data, social media posts, postal content.
- **Images and Recordings:** examples include CCTV footage, photos, videos, voice recordings, profile picture.
- **Views and Opinions:** examples include survey responses, testimonials/references, opinions (non-political/religious/philosophical).
- **Work-related Data:** examples include name of employer, occupation, completed tasks, details of grievance, disciplinary proceedings, curriculum vitae / resume.
- **Technical Identifiers:** examples include IP address, MAC address, usernames, passwords, browser data, other device identifiers, unique identifier.
- **Criminal Records**

Special Category and Sensitive Data, examples include:

- data concerning health;
- data about children;
- government identifiers, including social security number; and
- citizenship and immigration status.

Aggregated Data: examples include statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity.

For example, we may aggregate your Activity and Behavioral data to calculate the percentage of users accessing a specific website feature.

If we deidentify personal data, we commit to maintaining the information in deidentified form, and will not attempt to reidentify the information. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

This is just an overview, please see the following sections for more detail.

3. Legal justifications we rely on to process personal data

Generally, as required by local law, we process personal data for the purposes described in this Privacy Policy, based on the following legal bases:

- **Consent:** we have received consent to process personal data for a specific purpose.
- **Legitimate interests:** we have a business or commercial reason to use process your personal data, so long as this is not overridden by the individuals' own rights and interests.
- **Contractual Obligations:** the processing is necessary for a contract we have with the individual, or because they have asked us to take specific steps before entering into a contract.
- **Legal Obligations:** the processing is necessary for us to comply with the law.
- **Vital Interests:** the processing is necessary to protect the vital interests of an individual.

4. How we use personal data of our Customers

Personal data

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
Accounts Receivable	Contact Details, Financial Data	Contractual Obligations
Authenticating Users	Contact Details, Technical Identifiers	Contractual Obligations
Email/Text Digital Marketing	Contact Details, Personal Characteristics, Views and Opinions	Consent when required by local law
Business Intelligence & Analytics	Contact Details, Personal Characteristics, Technical Identifiers, Views and Opinions	Consent when required by local law
Calculating Net Promoter Score	Contact Details, Views and Opinions	Legitimate Interest
Creating Testimonials & Quotes	Contact Details, Views and Opinions	Consent
Customer Relationship Management (CRM)	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest
Customer Support	Contact Details, Personal Characteristics, Views and Opinions	Legitimate Interest
Digitally Signing Documents	Contact Details, Technical Identifiers	Contractual Obligations
Emergency Medical Assistance for Students	Contact Details, Household and Relationships	Vital Interests
Fraud Prevention	Contact Details, Financial Data, Location Data, Technical Identifiers	Legal Obligations
Onboarding & Product Demos	Activity and Behavioral, Contact Details, Views and Opinions	Legitimate Interest
Organizing Events & Webinars	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest
Processing Transactions (Payments)	Contact Details, Financial Data, Technical Identifiers	Contractual Obligations
Product Surveys and Gathering Insights	Contact Details, Personal Characteristics, Technical Identifiers, Views and Opinions	Consent
Scheduling Meetings with Existing Clients	Contact Details, Technical Identifiers	Legitimate Interest
Targeted Advertising	Activity and Behavioral, Contact Details, Location Data, Personal Characteristics	Consent when required by local law
Website Tracking/Webapp tracking	Activity and Behavioral, Technical Identifiers	Consent when required by local law

Sensitive data

PURPOSE	SENSITIVE DATA CATEGORY	LEGAL JUSTIFICATION
Emergency Medical Assistance for Students	Medical Data	Vital Interests

5. How we use personal data of our Students

Personal data

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
Calculating Net Promoter Score	Contact Details, Views and Opinions	Legitimate Interest
Creating Testimonials & Quotes	Contact Details, Views and Opinions	Consent
Customer Relationship Management (CRM)	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest
Customer Support	Contact Details, Personal Characteristics, Views and Opinions	Legitimate Interest
Emergency Medical Assistance For Students	Contact Details, Household and Relationships	Vital Interests
Providing music lessons and summer camps	Activity and Behavioral, Contact Details, Identifiers and Legal Documents, Personal Characteristics, Views and Opinions	Contractual Obligations
Providing music lessons and summer camps through franchises	Activity and Behavioral, Contact Details, Identifiers and Legal Documents, Personal Characteristics, Views and Opinions	Contractual Obligations

Sensitive data

PURPOSE	SENSITIVE DATA CATEGORY	LEGAL JUSTIFICATION
Emergency Medical Assistance For Students	Medical Data	Vital Interests

6. How we use personal data of our Prospective Customers

Personal data

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
B2B Email/Text Digital Marketing (prospective customers)	Contact Details, Personal Characteristics, Views and Opinions	Consent
B2C Email/Text Digital Marketing (prospective customers)	Contact Details, Personal Characteristics, Views and Opinions	Consent
Business Intelligence & Analytics	Activity and Behavioral, Contact Details, Personal Characteristics, Technical Identifiers, Views and Opinions	Legitimate Interest
Customer Relationship Management (CRM)	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest
Data Enrichment	Contact Details	Legitimate Interest
Onboarding & Product Demos	Activity and Behavioral, Contact Details, Views and Opinions	Legitimate Interest
Organizing Events & Webinars	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest
Product Surveys and Gathering Insights	Contact Details, Personal Characteristics, Technical Identifiers, Views and Opinions	Consent
Scheduling Meetings with Prospective Clients	Contact Details, Technical Identifiers	Consent
Targeted Advertising	Activity and Behavioral, Contact Details, Location Data, Personal Characteristics	Consent when required by local law
Website Tracking/Webapp tracking	Activity and Behavioral, Technical Identifiers	Consent when required by local law

7. How we use personal data of our Website or Mobile App Visitors

Personal data

including website visitors that are Contractors, Customers, Franchisees, Leads, and Staff.

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
Bot/Spam Prevention	Activity and Behavioral, Technical Identifiers	Legitimate Interest
Consent Management	Activity and Behavioral, Technical Identifiers	Legal Obligations
Tag Management	Activity and Behavioral, Technical Identifiers	Consent when required by local law
Targeted Advertising	Activity and Behavioral, Contact Details, Location Data, Personal Characteristics	Consent when required by local law
Video Player	Activity and Behavioral, Technical Identifiers	Consent when required by local law
Website Hosting	Technical Identifiers	Legitimate Interest
Website Tracking/Webapp tracking	Activity and Behavioral, Technical Identifiers	Consent when required by local law

8. How we use personal data of our Contractors

Personal data

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
Accounts Payable	Contact Details, Financial Data	Contractual Obligations
Digitally Signing Documents	Contact Details, Technical Identifiers	Contractual Obligations
Internal Communication	Communications Data, Contact Details	Legitimate Interest
Providing music lessons and summer camps	Contact Details	Contractual Obligations
Reporting & Whistleblowing	Contact Details, Views and Opinions	Legal Obligations
Staff Background Checks	Contact Details, Criminal Records, Identifiers and Legal Documents, Personal Characteristics	Legal Obligations

9. How we use personal data of our Visitors to premises

Personal data

PURPOSE	PERSONAL DATA CATEGORY	LEGAL JUSTIFICATION
Organizing Events & Webinars	Activity and Behavioral, Contact Details, Personal Characteristics	Legitimate Interest

10. How personal data is collected

We use different methods to collect personal data from and about you including through:

Direct interactions - you may give us information on your Contact Details, Identifiers, Financial Data, and other categories of personal data when you fill in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our products or services;
- create an account with us;
- subscribe to publications;
- request marketing to be sent to you; or
- give us feedback or contact us.

Automated technologies or interactions - As you interact with our website and services, we will automatically collect Technical Identifiers, Activity and Behavioral data, and Aggregated Data about your equipment, browsing actions, and patterns.

Third parties or publicly available sources - We might receive personal data about you from various third parties or publicly available sources like the ones set below.

- Work-related data from online recruitment platforms or professional networks.
- Identity and Contact Data from publicly available sources.

11. How personal data is disclosed

We might disclose personal data to the following parties:

THIRD PARTY/SERVICE PROVIDER	DATA RESIDENCY
Data Analytics & Visualization Software	United States
Compliance & Risk Management Software	United States
Cloud Computing Platform (PaaS)	United States
Marketing & Sales Software	United States
Media Hosting & Publishing	United States
Marketing & Sales Software	United States
Customer Support Software	United States
Collaboration & Communication Software	United States
Compliance & Risk Management Software	United States
E-Signature Software	United States
Survey & User Research Software	United States
Customer Support Software	United States
ERP/CRM Provider	United States
Human Capital Management (HCM) platform	United States
Authentication & Password Management	United States
Authentication & Password Management	United States
Project Management Software	United States
Client & Business Management Software	United States
Compliance & Risk Management Software	United States
Background Screening Provider	United States
Ethics & Compliance Software	United States
Performance Marketing Platform	United States
Business Intelligence Platform	United States
Event Management Software	United States
Payment Processing Platform	United States
Web Hosting & E-Commerce	United States
Experience Management Platform	United States

12. Data Security

At no cost to you we have put in place appropriate security measures to prevent personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Where you have chosen a password that enables you to access certain parts of our applications, you are responsible for keeping this password confidential. We ask you not to share the password with anyone.

13. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation with respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting, or other requirements.

List of processes

PROCESSES	RETENTION PERIOD
Website Tracking/Webapp tracking, Tag Management, Consent Management, Video Player, Data Enrichment	Retained until consent is withdrawn or expires, or until the data is no longer required to support analytics, security, or service functionality, whichever occurs first.
Bot/Spam Prevention, Website Hosting, Targeted Advertising	Retained for as long as necessary to detect, prevent, and mitigate abuse or fraudulent activity, and until engagement or security signals are no longer relevant for those purposes.
Media Production & Hosting, Internal Communication, Staff Background Checks	Retained for the duration of the contractual or employment relationship and for a limited period thereafter, as necessary to meet legal, compliance, or operational requirements.
Email/Text Digital Marketing (prospective customers), Onboarding & Product Demos, Business Intelligence & Analytics, Organizing Events & Webinars	Retained until the individual becomes inactive, converts to a customer, or opts out, and in any case no longer than necessary to support sales, onboarding, or analytical purposes.
Email/Text Digital Marketing (existing customers), Scheduling Internal Meetings, Scheduling Meetings with Existing Clients, Authenticating Users, Providing music lessons and summer camps, Emergency Medical Assistance, Providing music lessons and summer camps through franchises	Retained for the duration of the active customer relationship and deleted or anonymized once the relationship ends, unless further retention is required for legal, compliance, or support purposes.
Customer Support, Project Management, Reporting & Whistleblowing, Creating Testimonials & Quotes	Retained for as long as necessary to manage customer relationships, resolve disputes, support compliance obligations, and establish or defend legal claims.
Customer Relationship Management (CRM), Calculating NPS Scores	Retained while the relationship remains active and for a limited period thereafter to support customer relationship management, service improvement, and performance analysis.
Scheduling Meetings with Prospective Clients	Retained for as long as necessary to manage scheduling activities, support the delivery of services, and maintain historical records of lessons and engagements, and thereafter deleted or anonymized when no longer required for operational, legal, or compliance purposes.
Digitally Signing Documents	Retained for as long as necessary to evidence contractual agreements and comply with legal, regulatory, or audit obligations.
Product Surveys and Gathering Insights	Retained until consent is withdrawn, or the survey and analysis objectives have been fulfilled, after which the data is deleted or anonymized.

Accounts Payable, Payroll, Accounts Receivable, Fraud Prevention, Credit Checks (KYC/KYB), Processing Transactions (Payments)	Retained for as long as required to comply with applicable financial, tax, anti-fraud, and regulatory obligations, and thereafter securely deleted or anonymized.
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14. Targeted Advertising

We use personal data and disclose personal data to our vendors for interest-based advertising, cross-contextual behavioral advertising, targeted advertising, and other advertising and marketing ("Targeted Advertising"), including through cookies, pixels, and other tracking technologies ("Cookies"), as described in our Cookie Policy. Sharing personal data for Targeted Advertising may be considered a sale or sharing under certain privacy laws. We do not sell or share for Targeted Advertising the personal data of children under the age of 18.

We share the following categories of personal data for Targeted Advertising: Contact Details, Activity and Behavioral, and Location Data. We share this personal data with advertising technology providers, analytics vendors, and other third parties for Targeted Advertising, certain types of website analytics, as well as other marketing and advertising services that we utilize.

You can opt out of Targeted Advertising through Cookies by clicking on the "Do Not Sell or Share My Personal Information" link on the bottom of the www.gramercymusicacademy.com website. For Targeted Advertising that does not use Cookies, you may opt out by contacting us using the contact details provided in this privacy policy.

15. Automated decision-making and profiling

We do not use personal data for automated decision-making or profiling activities that produce significant legal effects, as defined by applicable law.

16. Privacy Rights and Choices

Depending on your location, you may have the right or option to take certain actions relating to your personal data.

You may have the right or option to:

- **Request confirmation** whether we process your personal data and access to or information about your personal data that we collect, use, and/or disclose. This enables you to receive a copy of and information about the personal data we hold about you.
- **Request correction** of, updates to, and completion of the personal data that we hold about you if you become aware that any personal data we hold about you is incorrect, out of date, or incomplete. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new personal data you provide to us.
- **Request erasure, deletion, destruction, or anonymization** of your personal data that we hold about you. This enables you to ask us to delete or remove personal data that we have collected, used, or otherwise processed. Note, however, that we may not always be able to comply with your request for specific legal reasons or exceptions.
- **Object to, restrict, or block** the processing of your personal data under certain circumstances. Note, however, that we may not always be able to comply with your request for specific legal reasons or exceptions.
- **Request a copy** of your personal data and the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format, as required by applicable law. Note that this right only applies to certain personal data that we process about you.
- **Withdraw consent** at any time where we are relying on consent to process your personal data or request details about consequences for not consenting to a processing activity. Withdrawing your

consent will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

- **Make a complaint** to the relevant regulator. If you have any complaints about the processing of your personal data or our response to any rights request, we ask that you contact us; however, you also have the right to lodge a complaint with the relevant supervisory or other regulatory authority.

We may need to request specific information from you to help us confirm your identity so you can exercise certain privacy rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information concerning your request. In many US states, you may designate an authorized agent to make a request on your behalf; however, you will still need to verify your identity directly with us before your request can be processed. We will not retaliate against you for exercising your privacy rights.

If you want to make a request click the "Make a Request" button below or call us at +1-713-589-3827.

Privacy Rights for Consumers in Covered US States

This section describes the rights of consumers in California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, Nevada, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah and Virginia (collectively "Covered States").

To submit a request relating to your personal data, please click the link below or call us at +1-713-589-3827. Depending on the nature of your request, we may require 2-3 pieces of personal data to verify your identity. In some states and for some types of requests, you may designate an authorized agent to make a request on your behalf; however, for certain requests you will still need to verify your identity directly with us before your request can be processed. An authorized agent may submit a request on your behalf using the link or toll-free number listed above. We will not retaliate against you if you choose to exercise your privacy rights.

Deletion. You have the right to request the deletion of personal data we collected from you, subject to certain exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Correction. If you believe that personal data we maintain about you is inaccurate, you may submit a request for us to correct that data.

Right to Opt Out of Sales and Sharing of Personal Information. You have the right to opt out of the sale of your personal data, and to request that we do not share your personal data for cross-context behavioral advertising. If you would like to opt out of sales or sharing of your personal data for cross-context behavioral advertising, please scroll down to the footer of our website, click on the "Do Not Sell or Share My Personal Information" link, and use the options provided. You may also use the Global Privacy Control browser signal to opt out. If you choose to use a browser-based opt-out signal, you will be opted out of sales and sharing through tracking technologies such as cookies, and will need to turn it on for each browser you use. To submit a request to opt out of offline sales and sharing, please use the webform linked above.

We do not use or disclose sensitive personal data in ways that are subject to the right to limit under the CCPA.

Access and Data Portability. You can use this type of request to confirm whether we are processing your personal data, to access your personal data, and to obtain a copy of your personal data in a portable format. Depending on your state of residence, you may also request that we provide you with information about the categories or specific third parties to which we disclosed personal data.

Deletion. You may request that we delete your personal data, subject to exceptions. Where we use deidentification to satisfy a deletion request, we commit to maintaining and using the information in deidentified form and will not attempt to reidentify the information.

Correction. You may request that we correct inaccuracies in your personal data taking into account the nature of the personal data and our purposes for processing it.

Opt-Out Requests. You have the right to opt out of the following uses of your personal data: (a) targeted advertising; (b) the sale of personal data; and (c) profiling in furtherance of decisions that produce legal or similarly significant effects concerning your economic situation, health, personal preferences, interests, reliability, behavior, location, or movements. We do not sell personal data for money and do not profile individuals in furtherance of decisions that produce legal or similarly significant effects under applicable state privacy laws. If you would like to opt out of targeted advertising or non-monetary sales of your personal data, please scroll down to the footer of our website, click on the "Do Not Sell or Share My Personal Information" link, and use the options provided. You may also use the Global Privacy Control browser signal to opt out. If you choose to use a browser-based opt-out signal, you will be opted out of sales and sharing through tracking technologies such as cookies, and will need to turn it on for each browser you use. To submit a request to opt out of offline sales and sharing, please use the webform linked above.

Revoke Consent. If you consented to our collection or use of your personal data, you also have the right to revoke your consent.

Appeal. Sometimes we are unable to process requests relating to your personal data, in which case, your request will be denied. If your privacy rights request has previously been denied by us and you believe we denied it in error, you may appeal for reconsideration of your request.

17. Children

While our music lessons and summer camps are provided to children of all ages, our websites are not intended for, nor targeted to, children under 18, and we do not knowingly collect personal data through our websites from anyone under the age of 18. If we are made aware that we have received personal data from someone under 18 through our websites, we will remove that personal data in accordance with applicable law.

When we collect personal data from or about children under the age of 18, we obtain consent from the parent, guardian, or child as required by applicable law. We implement appropriate safeguards to protect such personal data.

18. Third-Party Content and Links

Our website may include links to third-party websites, plug-ins, and applications—for example, our website may include embedded videos hosted by third-party providers and iframes operated by our independent franchisees that provide information and services for their School of Rock locations.

Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

19. Privacy Policy Updates

We may update this Privacy Policy from as our services and privacy practices change, or as required by law. The effective date of our Privacy Notice is posted above, and we encourage you to visit our Site periodically to stay informed about our privacy practices. We will post updated versions of the Privacy Notice on our Site and take additional steps to notify you of updates and obtain your consent as required by applicable law.

Cookie Policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Table of contents

1. Type of cookies we use
2. Third-Party Cookies
3. Managing Your Preferences

Read our privacy policy

1. Type of cookies we use

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Functionality cookies.** These are used to recognize you when you return to our website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Analytical or performance cookies.** These allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Marketing or Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests.

We may collect information about your online activities over time and across different websites when you use our websites .

2. Third-Party Cookies

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third-party cookies are likely to be analytical or performance or targeting cookies.

We may engage certain web analytics services (including Google Analytics, Hotjar, and the Meta Pixel) to help us understand and analyze how visitors use our website, help us administer and improve the quality of our website, and serve ads on our behalf across the internet. We have implemented advertising features such as dynamic remarketing, interest-based advertising, and audience matching.

We may contract with vendors to help us analyze activity on our website through session replay technologies to help us understand and analyze how visitors use our website, and to improve the website. These technologies may collect personal data, including IP address, screen size, device type through unique device identifiers, browser information, geographic location, and preferred language.

3. Managing Your Preferences

To manage your cookie preferences, click on the "Do Not Sell or Share My Personal Information" link on the bottom of the www.gramercymusicacademy.com website, or for non-US websites, adjusting your cookie preferences.

You may be able to manage your cookie and other tracking technology preferences, including to opt out of certain interest-based advertising, using the settings on your browser or mobile device. In addition, the following services or organizations offer tools that you can use to limit or opt out of interest-based advertising:

- **Facebook (Meta):** To change your settings with Facebook, log into your Facebook account and navigate to the Privacy Center at facebook.com/privacy/center or review your Ad Preferences at facebook.com/adpreferences.
- **Google:** For more information on how Google Analytics uses data collected through the Site, visit support.google.com/analytics/answer/6004245. To adjust your Google advertising settings, visit myadcenter.google.com. You may also be able to opt out of Google Analytics by visiting tools.google.com/dlpage/gaoptout.
- **Hotjar:** To opt out of Hotjar's collection and use of your data for analytics, please visit www.hotjar.com/policies/do-not-track.
- **Microsoft:** For information on how Microsoft collects or receives data through cookies, visit the Microsoft Privacy Statements at www.microsoft.com/en-us/privacy/privacystatement.
- **TikTok:** For more information on how TikTok collects or receives data through cookies and other similar technologies, visit tiktok.com/legal/page/us/privacy-policy/en.
- **YouTube:** YouTube API Services may collect, store, use, process and share data, including from your devices, as described in this Cookie Policy and to serve content. You can revoke access to your data collected and processed through the YouTube API Services using Google's security settings at myaccount.google.com/connections.
- **Advertising Programs:** Some vendors may participate in advertising programs that provide opt-out tools. To learn about the Digital Advertising Alliance and obtain information about opting out, visit youradchoices.com/control. To learn about the Network Advertising Initiative and obtain information about opting out, visit thenai.org/how-to-opt-out. To learn about the European Interactive Digital Advertising Alliance and obtain information about opting out, visit youronlinechoices.eu.

Your opt out choice only apply to the browser or device you are using when you opt out, so you should update your settings on each of your browsers and devices. If you opt out, you will still receive ads, but they may not be as relevant to you and your interests. Note that opting out of these types of technologies may result in certain online features not functioning properly.

We do not control how third parties manage their opt out processes. We are not responsible for the effectiveness of external parties' opt out options or programs, or the accuracy of their statements regarding their programs.

You can also restrict or block the cookies that are set by our website through your browser settings.

Your web browser may have settings that allow you to transmit a "Do Not Track" signal when you visit various websites or use online services. Our Site does not respond to "Do Not Track" signals received from browsers.

To learn more about "Do Not Track" signals, visit allaboutdnt.com.

Please note that if you delete cookies or refuse to accept them, you might not be able to use all of the features that we offer or store your preferences and some of our pages might not display properly.